Footprinting the sustainable wine production in Italy

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SETAC Europe 26th Annual Meeting
May 25, 2016  “The sustainability of wine production in Europe”
1. SUSTAINABILITY IN THE WINE SECTOR
How we can define sustainability, and how we can implement it in the wine sector: the holistic approach.

2. THE SIMEI INTERNATIONAL CONGRESSES
The two International Congresses have been organized by Unione Italiana Vini and OPERA Research Center, to foster sustainability in the wine sector at the national and international level.

3. THE CHALLENGES
What are the challenges for sustainability in the wine sector? Presentation of the most important outcomes of the International Congresses, grouped in four macro-areas: measuring, communicating, networking, training.

4. THE ITALIAN EXPERIENCES
The Italian multi-stakeholder answer to challenges for sustainability in the wine sector.
“Sustainability is a state of mind. Having respect for the land, for the people, for our history and especially for our future. This is what I mean for state of mind”

Maria Camilla Fasola Bologna, CEO Castello di Monte Vibiano Vecchio – winery certified by V.I.V.A.
“Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.

OUR COMMON FUTURE, BRUNDTLAND COMMISSION - 1987

Global strategy on the scale of the grape production and processing systems, incorporating at the same time the **economic sustainability** of structures and territories, producing quality products, considering requirements of precision in sustainable viticulture, risks to the **environment**, products safety and **consumer health** and valuing of heritage, historical, cultural, ecological and aesthetic aspects.

OIV, RESOLUTION CST 1/2004 on the Development of sustainable vitiviniculture
Sustainability in the wine sector

- Every definition of Sustainability refers to a **balance** of environmental, socio-cultural and economic needs for today and tomorrow.

- Wine represents a **relevant sector** of the national economy and it is part of many European Countries’ culture and identity.

- The wine chain is based on **primary inputs** directly deriving from the environment.

- Viticulture is globally recognised as one of the best identified components of our “culture” of rural landscape management and protection, associated with the product safety and the protection of the consumers.
The sustainability pillars

- **Environment**
  - Climate change
  - Water management
  - Vineyard management

- **Economy**
  - Profits
  - Cost-savings
  - Long-term viability

- **Society**
  - Landscape
  - Community
  - Working conditions

- **Culture**
  - Sensory analysis
  - Quality
  - Culture

Sustainability in the wine sector
The holistic approach

- Considering all the pillars of sustainability: Environment, Economy, Society and Culture

- Sustainability overall the entire value chain: viticulture, wine production, packaging, transport, retailers, final consumption

- Involving all the stakeholders: vine growers, wineries, retailers, trade associations, researchers, policy makers, consumers

- Including the consumer perspective and the sensory analysis
From the International Congresses...

12-13 November 2013
International Congress: Sustainable Viticulture and Wine Production. Steps ahead toward a global and local cross-fertilization
Milan, 25th Edition of the SIMEI Exhibition

3-4 November 2015
International Congress: Discover the sensory factors and sustainability as a tribute to wine quality
Milan, 26th Edition of the SIMEI Exhibition

- Organized by OPERA Research Center (Università Cattolica del Sacro Cuore) and Unione Italiana Vini, the two events were attended by more than 300 prominent representatives of policy makers, industry, research and stakeholders, in an interactive and highly participatory discussion.
- From the events, opportunities and challenges for global sustainability in the wine sector came to light.

White papers:
1. Vision on the sustainable future of our wine and vineyards (http://goo.gl/ze75il)
2. Wine sustainability. Past, present, future. Sensory characterization of wines as an integral dimension of sustainability (http://goo.gl/KBv3k4)
...to the challenges for wine sustainability

01. Defining and measuring
02. Communicating
03. Networking
04. Training
1. Defining and measuring

- Need for a **common understanding** of sustainability for wine products, promoting accountability and transparency of measurement and reporting.
- **Harmonization**: perceived as the key to ensure a multiplier effect and generate positive sustainability outputs.
- Ensuring a **holistic approach** to sustainability, including all phases of the chain and all the stakeholders.
2. Communicating

- Creating **confidence and value** including all the stakeholders.
- Understanding consumers’ expectations.
- Promoting consumer education and awareness.
3. Networking

- Consultation, coordination and collaboration are essential to achieve sustainability. Sharing existing knowledge and disseminating new technical solutions are considered essential to foster synergies and cooperation between the various actors in the wine value chain, in order to ensure sustainability of wine production (Capri et al., 2014).
4. Training

- **Bridging** the best available professional knowledge and scientific research. Existing knowledge needs to be disseminated on a large scale and new technical solutions need to be provided to the end users in a timely fashion.

- **Provides education and training** encourages new professionalism in the agro-food system, transferring specific competencies and knowledge in the industry sector.
The Italian experiences

Promoting a multi-stakeholder approach, that involves Institutions, Trade Associations and Universities to face the challenges in the wine sustainability sector.

V.I.V.A. Sustainable Wine

- Defining and measuring
- Communicating
- Training

WOS – Wine Observatory on Sustainability

- Networking
- Training
V.I.V.A. Sustainable Wine
Objective

Measuring
To develop a methodology for calculating and assessing the sustainability of the wineries and their products, from field to consumer

To define the technical specifications and develop a Sustainability Code for the analysis and the certification of the four indicators (Air, Water, Territory and Vineyard), periodically updated according to European and International legislation in the sector

Communicating
To help companies to communicate to the market and the consumers the project’s benefits and value

Training
To train company technicians and consultants on the application of VIVA indicators in order to help the assessment and improvement of their sustainability performance over time;
From the analysis of sustainability performances...

**AIR** evaluates the greenhouse gas emissions directly and indirectly related to the life cycle of a product (CFP) or to an organization (GHGI).

**VINEYARD** takes into account the agronomic management practices in the vineyards and in particular it evaluates the use of pesticides and their effect on water bodies and soils, soil management practices, fertility and biodiversity issues.

**WATER** reveals the total volume of fresh consumed and polluted water both referred to company activities or to the production of a wine bottle (0.75 l). It is an explicit indicator of the fresh water consumption in the vineyard and in the cellar related to the wine production.

**TERRITORY** has been created to evaluate, in the sustainability assessment, also important aspects such as landscape and the economic and social impact of wine production on the territory.
The VIVA Label, available through Internet or smartphone/tablet, summarizes the results and improvements, in terms of sustainability, achieved by the wine companies.

VIVA digital label foresees absolute transparency in the relationship between producers and consumers: a first and important step in the direction of sustainability.
• **Product Carbon Footprint**: greenhouse gas emissions directly and indirectly related to the life cycle of a product (CFP)

• **Functional unit**: one bottle of wine (0.75 lt.)

• **Methodology**: Life Cycle Assessment

References
- UNI EN ISO/TS 14067 - Principles, requirements and guidelines for the quantification and communication of the carbon footprint of a product
## The Carbon Footprint of 5 VIVA certified wines

Results: Kg/CO₂ eq.

<table>
<thead>
<tr>
<th>Wine</th>
<th>Vineyard</th>
<th>Winery</th>
<th>Packaging</th>
<th>Distribution</th>
<th>Use and End of Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lambrusco</td>
<td>0.17</td>
<td>0.16</td>
<td>0.65</td>
<td>0.06</td>
<td>-0.02</td>
</tr>
<tr>
<td>Sagrantino Montefalco</td>
<td>0.40</td>
<td></td>
<td>0.64</td>
<td>0.38</td>
<td>0.21 0.02</td>
</tr>
<tr>
<td>Gavi</td>
<td>0.07</td>
<td>0.10</td>
<td>0.32</td>
<td>0.26</td>
<td>0.07</td>
</tr>
<tr>
<td>Pinot Grigio 2</td>
<td>0.31</td>
<td>0.08</td>
<td>0.42</td>
<td>0.05</td>
<td>0.06</td>
</tr>
<tr>
<td>Pinot Grigio 1</td>
<td>0.31</td>
<td>0.08</td>
<td>0.42</td>
<td>0.02</td>
<td>-0.06</td>
</tr>
</tbody>
</table>
• Total volume of fresh consumed and polluted water both referred to company activities or to the production of a wine bottle (0.75 l.).

• The WFP is the sum of three components: Green Water, Blue Water, Grey Water.

• The WFP offers a better and wider perspective on how the viticulture affects the use of water resources.

References
The Water Footprint of 4 VIVA certified wines

**PINOT GRIGIO**
- Green WF: 97%
- Blue WF: 2%
- Grey WF: 1%
- Total: 755 lt./bottle

**SAGRANTINO MONTEFALCO**
- Green WF: 99%
- Blue WF: 1%
- Grey WF: 0%
- Total: 1229,24 lt./bottle

**GAVI**
- Green WF: 79%
- Blue WF: 0%
- Grey WF: 21%
- Total: 606,59 lt./bottle

**LAMBRUSCO**
- Green WF: 79%
- Blue WF: 19%
- Grey WF: 2%
- Total: 534,34 lt./bottle
• **VINEYARD** takes into account the agronomic management practices in the vineyards.

• Indicators:
  - pest management
  - fertilization
  - soil fertility
  - soil compaction
  - soil erosion
  - landscape

• A single score is attributed to each indicator from 0 (minimum impact) to 1 (maximal impact)

• A global score gives the “class of judgment” 5 levels: from A (minimal environmental impact) to E (strong environmental impact)

<table>
<thead>
<tr>
<th>Value</th>
<th>Class of judgment</th>
<th>Judgment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-0.3</td>
<td>A</td>
<td>Very good</td>
</tr>
<tr>
<td>0.31 – 0.55</td>
<td>B</td>
<td>Good</td>
</tr>
<tr>
<td>0.56 – 0.75</td>
<td>C</td>
<td>Acceptable</td>
</tr>
<tr>
<td>0.76 – 0.9</td>
<td>D</td>
<td>Not acceptable</td>
</tr>
<tr>
<td>≥ 0.91</td>
<td>E</td>
<td>Negative</td>
</tr>
</tbody>
</table>

References:
• Directive 2009/128/EC about the sustainable use of pesticides,
• OIV guidelines defined by the CST 2008 guide
Example: results of 4 companies

Single winery
This indicator evaluate the link between the wine and its territory:

- **on the community**: socio-economic impact of wine production on employees, local community, producers and consumers.
- **on the environment**: biodiversity and landscape.

All the certified wineries have successfully satisfied the 31 socio economic requirements to gain the V.I.V.A. certification.

References:
- Global Reporting Initiative – Sustainability Reporting Guidelines GRI G 3.1
Wine Observatory on Sustainability

The international no-profit platform about wine sustainability

www.wineobservatorysustainability.eu
Definition

The **Wine Observatory on Sustainability** is a no-profit, international web platform aiming to collect, share and coordinate existing experiences on sustainability in the wine sector.

The idea of the Observatory came from the outcomes of the International Congress “Sustainable Viticulture and Wine Production” (Milan, 12-13 November 2013).
Objectives

To **share and combine experiences**, programs, initiatives from different countries and actors about sustainability of the wine value chain

To **create an international network** as a base for useful synergies

To sensitize to the topic all the players in the wine chain (including the consumers), **sharing events, documents, training and initiatives** on the topic of sustainability in the wine sector through the web-platform

To **promote a dynamic environment** where users are actively involved
In order to achieve its objectives, the platform includes the most relevant practical tools and best practices, building connections between recognized authorities, researchers and wine producers.

**Resources** are divided in four categories:

- **Networking**: a database including recognized authorities on sustainability in the wine sector (i.e. research centres, universities, public and private bodies, associations, etc.).
- **Sharing**: a database including the most relevant practical sustainability tools available for the wine sector (i.e.: protocols, programs, indicators, courses…)
- **Farm demo**: a database including wine farms which represents positive experiences of practical application of sustainable programs.
- **Resource centre**: a collection of documents produced or promoted by WOS (i.e.: policy and reflection papers, scientific articles etc.).
How to participate?

- **Consulting** the resources published on the website
- **Interacting**, adding comments and notes to the items included
- **Submitting** new materials to WOS
- **Contributing** to the WOS organization:
  - as a member
  - as a scientific moderator
  - participating in WOS meetings, working groups and events
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