



LA SOSTENIBILITÀ
NELLA VITIVINICOLTURA IN ITALIA
V.I.V.A. SUSTAINABLE WINE



MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE

OPERA



RESEARCH CENTER

AGRI INNOVA



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www.viticolturasostenibile.org



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V.I.V.A. sustainable wine project



The Italian Ministry for the Environment, Land and Sea launched in July 2011 a National pilot project in order to evaluate the wine-sector sustainability performance.



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OIV definition of Sustainable Vitiviniculture

I- Definition – Resolution CST 1-2004

“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 landscape aspects**.”



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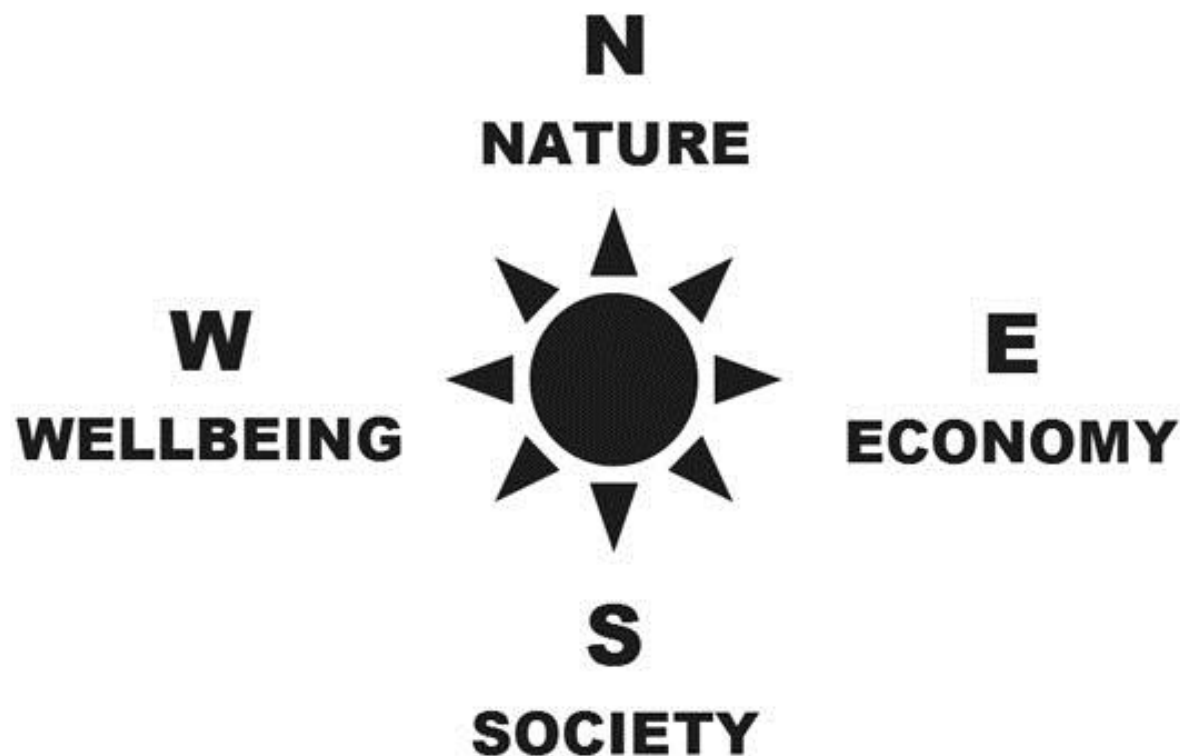
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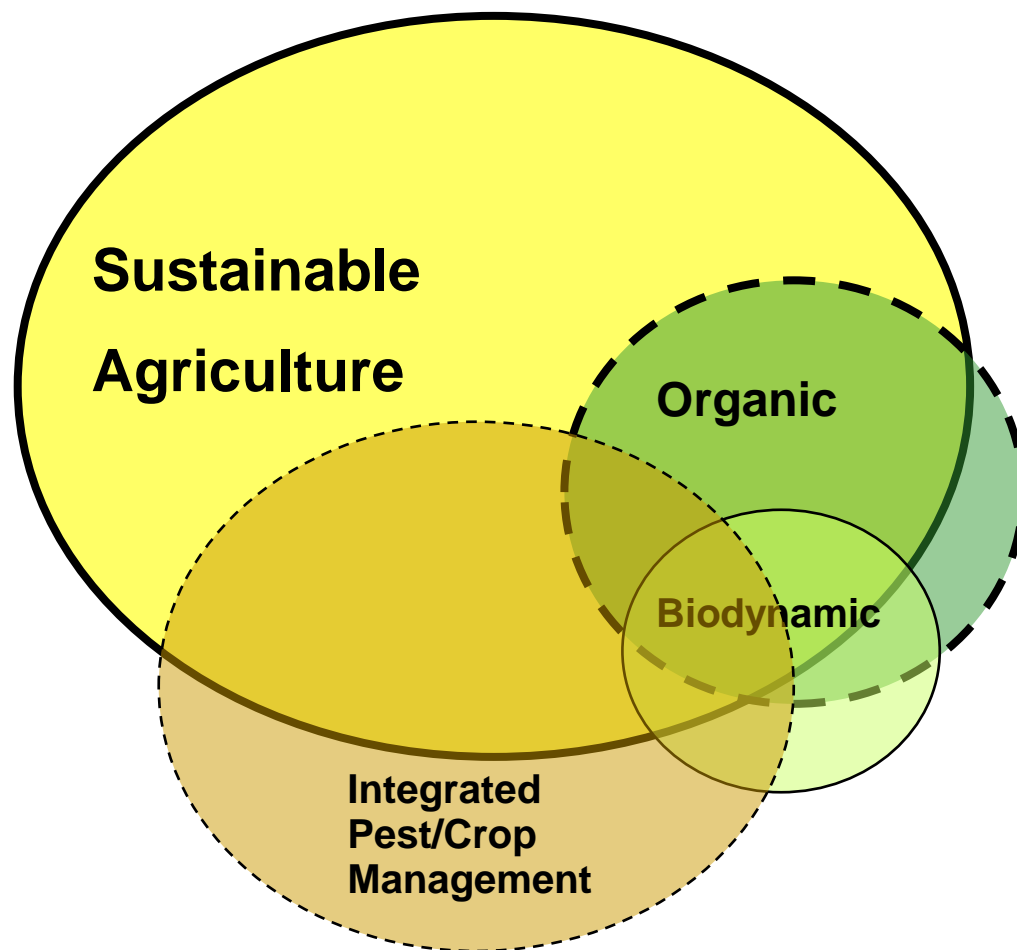
V.I.V.A. the sustainability concept





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V.I.V.A. the sustainability concept



“Sustainable”
winegrowing is
a **much broader
concept**, which
includes many
dimensions”



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The V.I.V.A label





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V.I.V.A. SUSTAINABLE WINE



TERRITORY



AIR



VINEYARD



WATER



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9 pilot farm



PLANETA

MASI[®]
AGRICOLA

Mastroberardino
1878



VENICA&VENICA





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Territory



- Tool box kit of **qualitative** and **quantitative** indicators able to evaluate the actions undertaken by the companies and their impact on the territory.
- The topics are **biodiversity, landscape, local communities, and economic impacts on the territory and on the local communities.**



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Why?



✓ to highlight the link between the company and the territory intended as

Community: social and economic consequences on workers, local communities, producers and consumers

Environment: Biodiversity protection and enhancement of the landscape





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Benefits



✓ Enhancement of the 'off' properties of wine

«in»

local
health
refined
agreeable

environmental protection

life quality of the winemaker and
his collaborators

landscape protection and enhancement

sharing value with the territory and the
community

preservation of cultural traditions

«off»

«off»





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Results



The fulfillment of all the core aspects of the indicator is a key requirement

All companies are already in compliance with the indicator territory





Water



- The water footprint of wine is an **explicit indicator of the fresh water consumption in the vineyard and in the cellar operations.**
- This indicator reveals the **total volume of fresh water, consumed** (evaporated or incorporated into a product) **and polluted** for the production of one wine bottle (0,75 l).



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Why?



Water is a precious, renewable and **limited** resource

To identify strategies for sustainable use of water resources in terms of **quantity and quality**



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Benefits



understand how much water is
“really” used

know the proper weight of the
"different" sorts of water

have a new model for the
calculation of the water
footprint of Italian wines

GREEN
WATER



BLUE
WATER



GREY
WATER





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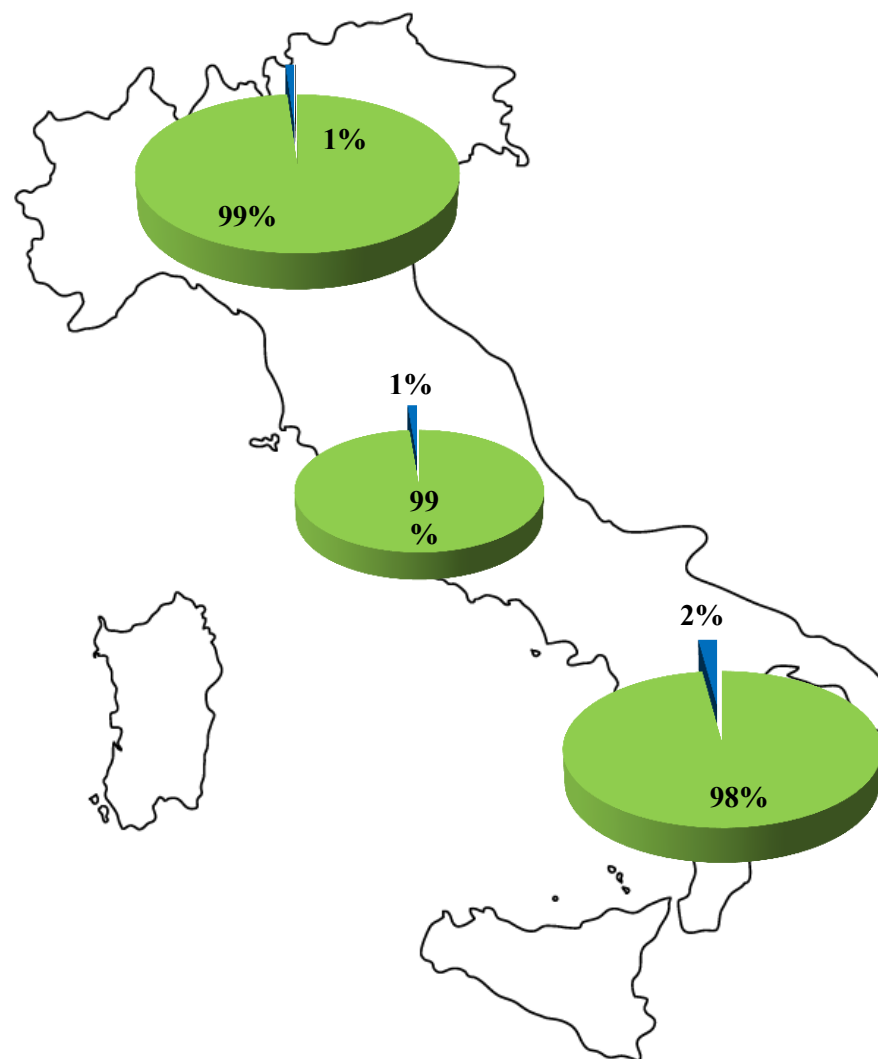
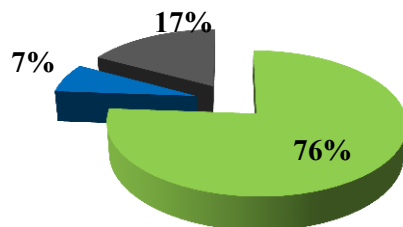
Results



WF glass (0,125 l)	WFN Italia*	Center	South	North
Green (1 water/glass)	67	73	91	117
Blu (1 water/glass)	6	1	2	1
Grey (1 water/glass)	15	0	0	0
Tot (1 water/glass)	88	74	93	118

*data from Water footprints of crops and derived crop products (1996-2005).
Report 47. Appendix II

WFN Italia





Air



- The indicator ARIA evaluates the total greenhouse gas emissions directly and indirectly related to the life cycle of a wine bottle (0.75 l).
- The life cycle of the wine bottle includes four major phases: vineyard management; transformation of grapes into wine and bottling; distribution of bottles; refrigeration and disposal of glass (called respectively vineyard, wine cellar, distribution and consumption).



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Why?



The agricultural sector contributes globally to approximately 13.5% of total GHG emissions

The production and distribution of wine represent the 0.08% of global GHG emissions.

Growing interest of consumers for the terms "organic, sustainability, carbon neutral or wine miles"





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Benefits



More efficiency in the production processes (possibility of energy and cost saving)

Competitiveness in an increasingly sustainable economy

Increasing awareness of consumers





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Results



- ✓ 45-72% packaging;
- ✓ 13-46% distribution;
- ✓ 0.2-28% cellar;
- ✓ 0.5-18% vineyards





Vineyard



- This indicator takes into account the impact of the agronomic management practices in the vineyards.
- The indicator is divided into three sections:
 - **Plant protection products**
 - **Soil**
 - **Biodiversity**



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Why?



To develop and implement the directions of the **OIV** on the environment

To include key aspects for the sustainable development of wine sector

To create a tool that can be used in all the wine business management options



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Benefits



Integration of impacts due to
agricultural practices

Location of the point and non-
point impacts

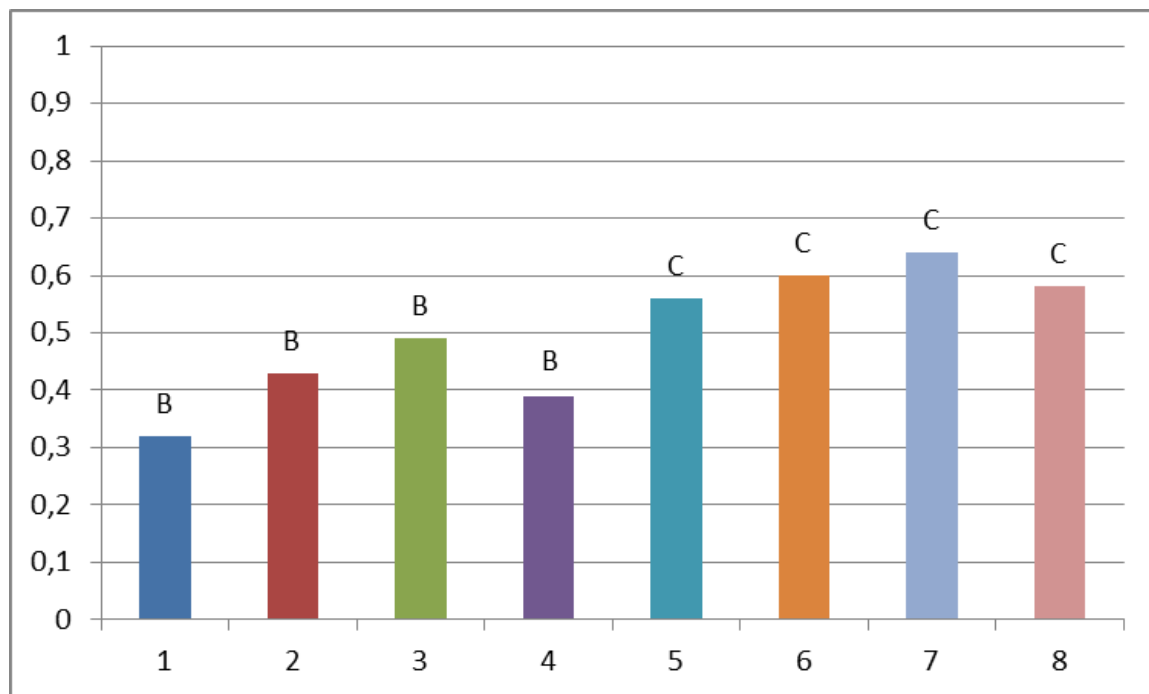
Storage, traceability, transparency





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Results





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VIVA indicators

calculated through technical protocols developed by DNV

the results are being validated

a tool to measure the improvement

a compass to sustainability goals





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Thank you



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