Sustainability: Programs and communication in the leading wine producing countries

Bastian Klohr, M.Sc. – Prof. Dr. Ruth Fleuchaus, Prof. Dr. Ludwig Theuvsen

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What does ‘sustainability‘ mean?

In a forest only as much wood should be logged as could grow back in the same time.

Hans Carl von Carlowitz (1645 – 1714)

Sustainability means a **good life** and **successful economic activity** which is **socially equitable** and **long-lasting** at the same time.
Three pillars of sustainability I

Sustainable Business

- Environmental Dimension
- Economic Dimension
- Social Dimension
Three pillars of sustainability II

- Socially equitable
- Economically viable
- Environmentally friendly
Approaches in the wine business

“The Franconian wine growers want to become a leader in sustainability.”

“Champagne producers use various methods to reduce their consumption of water.”

“The OIV continues to develop guidelines for the application of the concept of sustainable development”

“By 2020 we want to cut our CO2 emissions by 30%”

Miguel A. Torres
Evaluation of sustainable entrepreneurship

- Measurability
- Objectivity
- Transparency
- Traceability
- Credibility

... in contrast to subjective, unaudited statements of producers or distributors
Analyzed aspects of the certification systems

- Organization, which is managing the program
- Evaluation of sustainability; Criteria
- Implementation of the three pillars (environmental, social and economic dimension)
- Control mechanism
- Relevance in the national wine business
- Development of the program
- Consumer communication
Sustainability certifications in the international wine business

- Sustainable Winegrowing New Zealand
- Entwine Australia
- Sustainable Wine South Africa
- FairChoice
- Certified Sustainable Wine of Chile
- Certified California Sustainable Winegrowing
<table>
<thead>
<tr>
<th>Evaluate of Sustainability</th>
<th>Covered dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustainable Winegrowing New Zealand</strong></td>
<td>Recognition of externally audited environmental certification programs</td>
</tr>
<tr>
<td><strong>Entwine Australia</strong></td>
<td>Recognition of externally audited environmental certification; Carbon Footprint</td>
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<tr>
<td><strong>Sustainable Wine South Africa</strong></td>
<td>Criteria covering viticulture, biodiversity and resources; [Carbon Footprint]</td>
</tr>
<tr>
<td><strong>FairChoice</strong></td>
<td>Criteria covering the entire production process; Carbon Footprint</td>
</tr>
<tr>
<td><strong>Certified Sustainable Wine of Chile</strong></td>
<td>Criteria covering viticulture and vinification plus social aspects</td>
</tr>
<tr>
<td><strong>Certified California Sustainable Winegrowing</strong></td>
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</table>

> **Insufficient realization of sustainability**

Sustainability and its communication in the leading wine producing countries
## Control mechanism and relevance in the national wine business

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<thead>
<tr>
<th></th>
<th>Control mechanism</th>
<th>Relevance</th>
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<tbody>
<tr>
<td><strong>Sustainable Winegrowing</strong></td>
<td>No separate audit</td>
<td>95% of the national wine business</td>
</tr>
<tr>
<td><strong>New Zealand</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Entwine Australia</strong></td>
<td>No separate audit</td>
<td>43 wineries</td>
</tr>
<tr>
<td></td>
<td></td>
<td>many vineyards</td>
</tr>
<tr>
<td><strong>Sustainable Wine</strong></td>
<td>Third-party audit</td>
<td>85% of the WSB certified wines</td>
</tr>
<tr>
<td><strong>South Africa</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>FairChoice</strong></td>
<td>Third-party audit</td>
<td>4 wine producers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Germany, France)</td>
</tr>
<tr>
<td><strong>Certified Sustainable</strong></td>
<td>First self-assessment; thereafter third-party audit</td>
<td>40 wineries started the implementation</td>
</tr>
<tr>
<td><strong>Wine of Chile</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Certified California</strong></td>
<td>First self-assessment; thereafter third-party audit</td>
<td>51 wineries and vineyards</td>
</tr>
<tr>
<td><strong>Sustainable Winegrowing</strong></td>
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</table>

> Third-party audit is crucial for credibility.
### Consumer communication

<table>
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<th>Sustainable Winegrowing New Zealand</th>
<th>Usage of the logo in marketing materials and on the bottle</th>
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<td>Entwine Australia</td>
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<td>Certified California Sustainable Winegrowing</td>
<td>Usage of the logo on the bottle is permitted.</td>
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- Consumers need information to be aware of sustainability
- This can affect the buying decision
Best practices examples for communication of sustainable activities

Branding and positioning of the winery

Added value for specific products

Sustainability and its communication in the leading wine producing countries
The more we care for the earth, the better our wine.

Our Projects:
Renewable energies

If we really wish to reduce greenhouse effect gases, it is essential to change energy-using production systems for ones that use alternative fuels and energies.

Find out about all our projects >

Source: www.torresearth.com
Our compromise for 2020: Reduce CO2 emissions per bottle by 30% compared to those of 2008

At Torres, we have always worked with the fruits of the earth, with a viticulture that respects the environment and using biological alternatives instead of products that are aggressive to the environment.

The new climate reality affects our task directly as vines are plants that are highly sensitive to environmental changes and any variation in their environment affects their growing cycle.

The saying in our company has always been "the more we care for the earth, the better our wine". We have followed this maxim over the years, generation after generation, and now, more than ever, we are aware of its importance. Therefore, for some years now, we have been involved in actions aimed at alleviating the effects of and adapting to the climate change.

Source: www.torresearth.com
Miguel A. Torres is given the *Lifetime Achievement 2011 Award* for his commitment to the environment.

- Yesterday, the President of Bodegas Torres received the accolade at the Drinks Business Green Awards 2011, rewarding world leadership in ethical environmental practices.

- The award recognises his career based on promoting sustainable and ethical practices in the world of wine and spirits.
Wolf Blass Green Label

- Range launched in 2009
- Recyclable plastic bottle (PET)
- Sustainable Statements
  - Weight reduction
  - Reduction of greenhouse gas emissions
  - …
- Recommended retail price: ~10 €

Source: www.wolfblassgreenlabel.com
Wolf Blass Green Label

Source: www.chrisjovanov.com
More sustainable wines

Source: www.wine-searcher.com

Source: Own picture
Yealand Estate

Located in the Awatere Valley, Marlborough, Yealands Estate produces award winning wines in harmony with the environment.

Source: www.yealandsestate.co.nz
New Zealand's small population, distant location and agricultural economy have earned the country a 'clean, green' image. The winegrowing industry is determined to keep it this way by supporting the Sustainable Winegrowing New Zealand programme, established in 1995. Developed and managed by New Zealand Winegrowers, the Sustainable Winegrowing New Zealand programme is the country's leading initiative to promote and manage sustainable winegrowing practices.

Source: www.yealandsestate.co.nz
Welcome to Fetzer, the Earth Friendly Winery.

At Fetzer, sustainability means a thorough commitment to environmental responsibility in all aspects of our winery operations.

At Fetzer, we've been committed to environmental responsibility for over a quarter century. Because we believe sustainable practices not only make for a healthier planet – they make for better wines.

Source: www.fetzer.com; www.vinoscout.de
Main findings

- Sustainability is a main topic of today’s global wine business
- Assessment of sustainability requires an equivalent inclusion of all three dimensions – environmental, social and economic
- A common understanding of sustainability across regional and national boundaries does not exist by now.
- New Worlds business sector representatives have implemented programs on the national level
- Added value to brands and products