



FORUM FOR WINE SUSTAINABILITY

A Constitution for the Sustainable Development of Italian wines

PRESENTATION OF THE FIRST ITALIAN REPORT ON WINE SUSTAINABILITY, TOWARD EXPO 2015

On November 10, 2014 at The New School in New York, the First Report on Sustainability of Italian Wine was presented in the U.S. market. Sponsored by the Forum for Wine Sustainability, the report is the centerpiece of a collaboration of the scientific and technical communities for sustainable development of the sector.

More than 500 Italian wineries have joined one of the 15 programs geared to the sustainable development of the industry. The process involved 31 universities and research centers and 10 associations and government institutions hoping to enhance local sustainable processes and products in Italian and international markets, **a network of companies with at least € 3.1 billion in turnover.** Further, more than 80%, of the over 1,000 wine companies that participated in the survey sponsored by the Forum, consider sustainability a primary strategic driver of their development. The same companies demonstrate a clear and consistent guidance on sustainability with a goal of improving actions in both process and product, along with the company's profitability.

Of the management models proposed by the 15 national programs, the findings point to **Three Macro Indicators of Wine Environmental Sustainability** concepts that are of practical application: the **GHG**

emissions (also related to the consumption of energy), **Water** consumption and pollution, maintenance and protection of **Biodiversity.**

This new and positive business paradigm, which aims to protect the territories and to safeguard the farmer's income through innovation, **attempting to supplant the historical conflict between social, environmental and economical instances**, thus striving to integrate them to higher levels of well-being. **This creates a path of cultural growth**, for a quality improvement of products and a new social cohesion.

These are just some of the features of the movement that broke out in Italy for wine sustainability, which are not only related to the environment but also to society and the economy, to which the **Forum for Wine Sustainability** will help to give an assurance all the way to the consumers tables around the world by also using its ability to aggregate the players along the supply chain.

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Supported by **Gambero Rosso and Unione Italiana Vini** association, based on the initiative of Prof. Attilio Scienza, Michele Manelli and Marco Sabellico, the Forum has been established as the working group of 37 members of the technical-scientific community of the industry with specific knowledge on the subject.

*"The urgent priority of the Forum is to define a framework of official parameters, shared and recognized at a government level, allowing the assessment and, therefore, the guaranteed recognition of sustainable products and businesses - said **Domenico Zonin, president of Unione Italiana Vini association** - a critical step to then define procedures for official certifications of "sustainability" and, therefore, an identifying mark that distinguishes in the eyes of the consumer products made with sustainable production processes and thus enhances the commitment of the companies in this field."*

*"We believe that the challenge of sustainability is an important goal to achieve in order to make the world of Italian wine more competitive - added **Paolo Cuccia President of Gambero Rosso** - we are excited about the work done this year by the Forum and its leaders, and we want to run, with the coordination of the institutions, for even bigger and more concrete results to the important rendez-vous of Expo Milano 2015."*

With the **First Report presented on November 10th in New York, the Forum** embarks on a path of further enlargement to all stakeholders, **servng as a stimulus for a constitutional charter for sustainable wine development.**

The Forum will continue its work, in-depth analysis and action plans over the next few months, with the aim of presenting a contribution to Expo Milano 2015.

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