

WOS – WINE OBSERVATORY SUSTAINABILITY

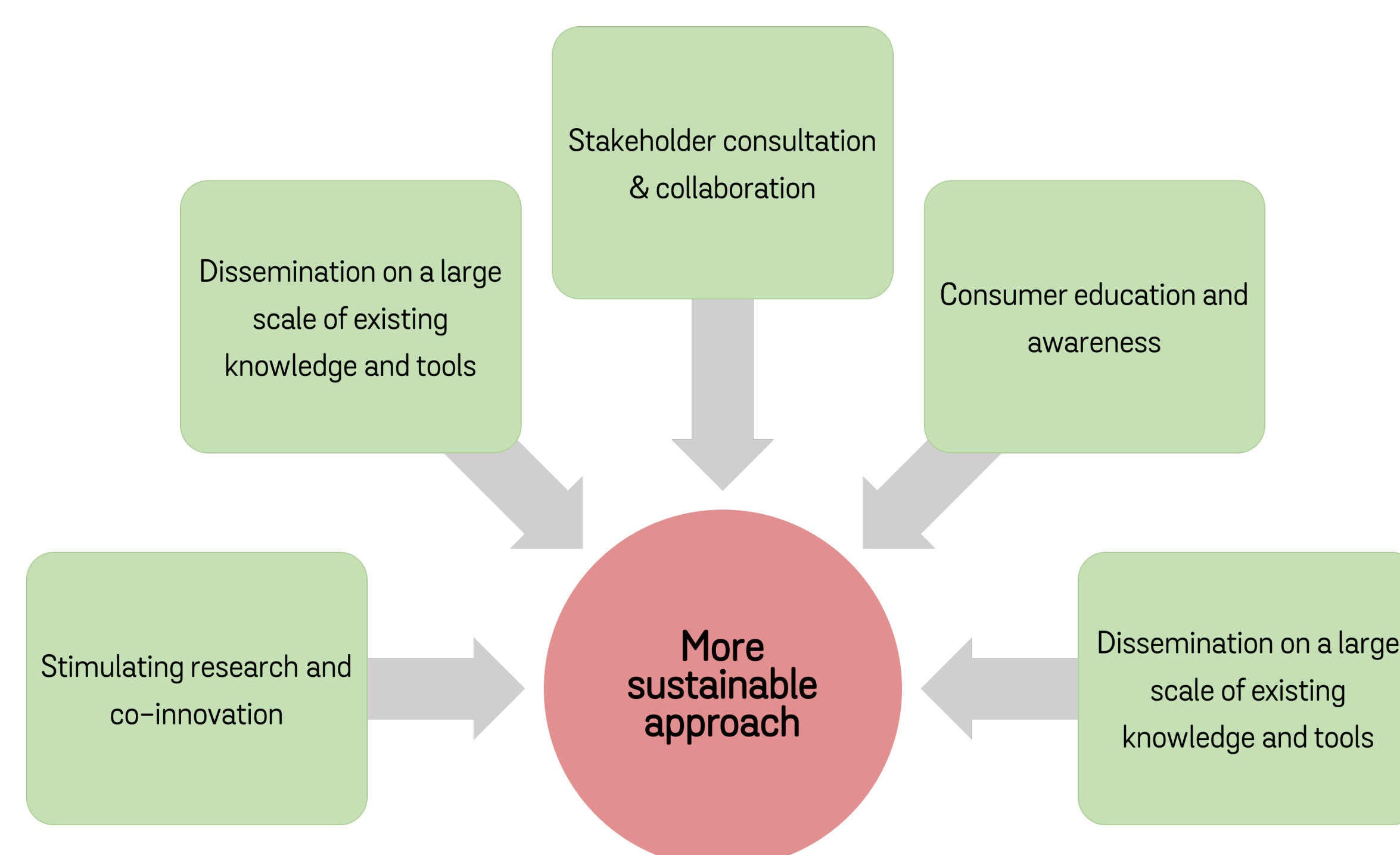
Building the stakeholder platform to foster sustainability in the wine sector

THE PROJECT

In recent years, a great number of programs, initiatives and tools to improve sustainability in the wine sector have been developed. If, on the one hand, this is a positive signal of the interest of the global society regarding the topic, on the other hand there is to risk to increase confusion and misunderstanding (Corbo C. et al, 2014). The diversity of approaches and interest, indeed, is a great opportunity for the sector, to pool resources and knowledge to elaborate and promote the best solutions. However, lack of harmonization in approaches and priorities makes difficult the communication between various actors in the value chain and it makes hard the communication with policy makers and society (including consumers).

Consultation, coordination and collaboration are essential to achieve sustainability. Sharing existing knowledge and disseminating new technical solutions, indeed, are considered essential to foster synergies and cooperation between the various actors in the wine value chain, in order to ensure that all the players can have the tools to improve the environmental, economic and social sustainability of wine production (Capri et al., 2014).

The **Wine Observatory Sustainability (WOS)** is an international no-profit platform aiming to foster sustainability in the wine sector, collecting and coordinating existing experiences on sustainability in the sector. WOS main goal is to close the communication gap between the players in the wine value chain that are actively working in the field of sustainability, creating an international network and building a base for useful synergies.



WOS: Sharing experiences for a sustainable approach

OBJECTIVES

- to share and combine experiences, programs, initiatives from different countries and actors about sustainability of the wine value chain;
- to sensitive 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;
- to promote a dynamic environment where web users are actively involved in its development.

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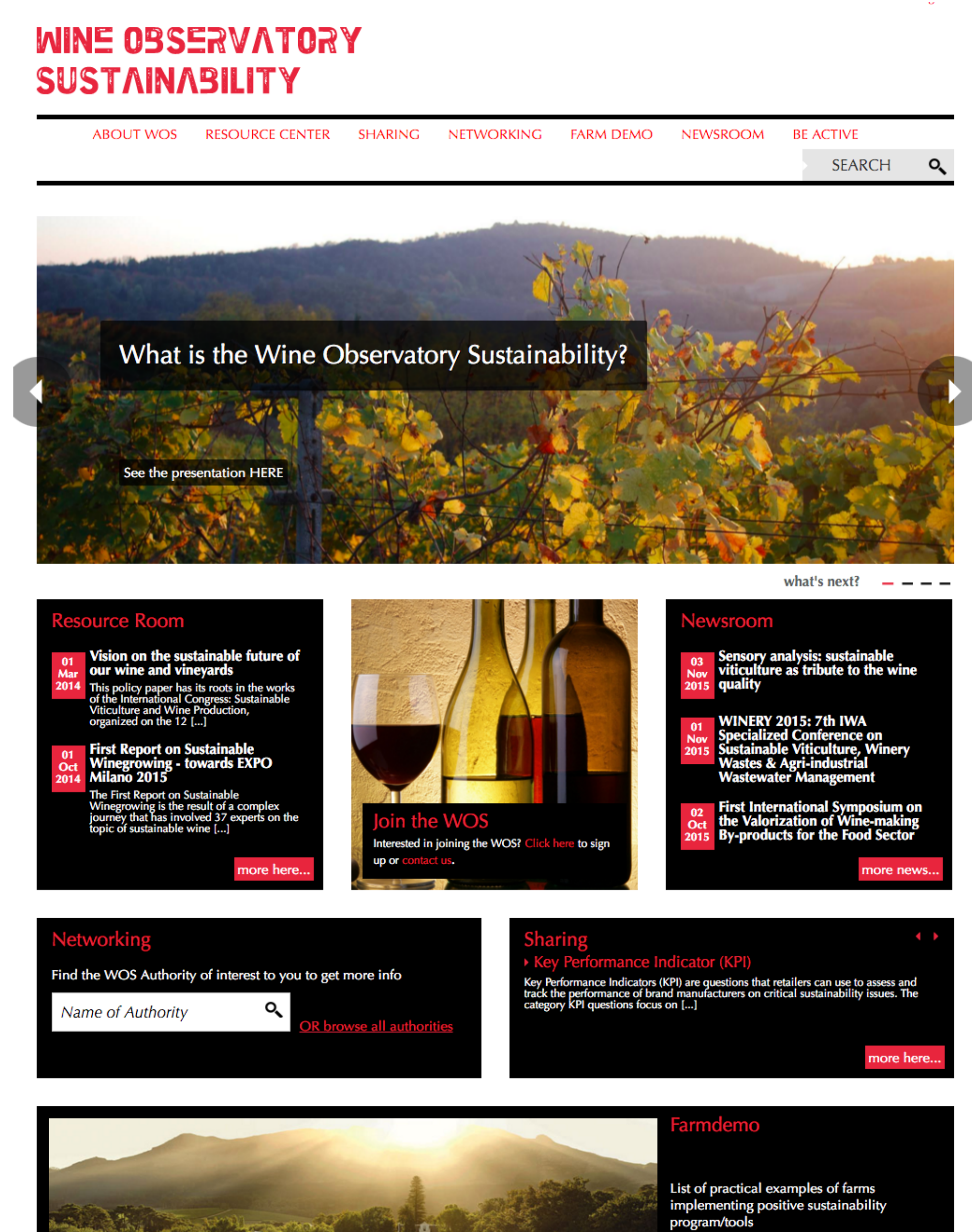
In order to achieve its objectives, the platform includes the most relevant practical tools and best practices, building connections between recognized authorities, researchers and wine producers.

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 IN WOS?

- 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
 - participating in WOS meetings, working groups and events.



How can WOS positively contribute to the issue of climate change?

- Contributing to the gathering of **data** as well as dissemination of projects' results
- Sharing common **knowledge** base on the climate change issue, through the resources available on the web-platform
- Promoting **networking** activities through the organization of meetings and workshops
- Promoting the **cooperation** between academia, researchers and industry representatives
- Creating and participating in specific **working groups** related to the issue of the impact of viticulture and wine making on climate change, as well as strategies of adaptation and mitigation.

References

Capri E., Jordan A., Lewis S., Pretorius I., Scienza A., Marchis A., Stefanucci S., Walker N., Camilleri C., 2014. Vision on the sustainable future of our wine and vineyards, SIMEI International congress on wine sustainability, http://www.simeit.it/archivioFiles/policy%20paper%20SIMEI%20Congress_c_1160.pdf

Corbo C., Lamastra L., Capri E., 2014. From Environmental to Sustainability Programs: A Review of Sustainability initiatives in the Italian Wine Sector, Sustainability, 6 (4), 2133–2159