



**LCA4Regions**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Good Practice: Sustainability in the Italian Wine Sector

**Daniele D'Ammaro**

Postdoctoral Researcher, Catholic University of the Sacred Heart  
DiSTAS Department for Sustainable food process  
Italy

[daniele.dammaro@unicatt.it](mailto:daniele.dammaro@unicatt.it)

28 to 30 September 2021 5<sup>nd</sup> Transnational Learning Journey in Poland

# V.I.V.A - Environment Assessment of Viticulture Impact

## (“*Valutazione dell’Impatto della Vitivinicoltura sull’Ambiente*”)

The project represents a starting point for a systematic integration of sustainability in wineries, to design new strategies and identify fragilities/opportunities

**Why this good practice?** It is essential to improve the sustainability approach for companies working in agri-food production for its dependence on the natural resources use and its account of 70% of total freshwater withdrawals and 30% of anthropogenic GHG emissions

**Born:** Italy

**Father/Mother:** Ministry of Ecological Transition

**Objective:** Calculation of product’s footprint and company’s environmental, social and economic impact supported by capacity building initiatives on sustainability in the supply chain





# VIVA Program 2011

**/Objective: To measure and improve the vine-wine chain sustainability performances**

## / 1 Public Institution



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

## / 2 Research Centers

OPERA



RESEARCH CENTER

Università Cattolica del Sacro Cuore di Piacenza

AGRI  
INNOVA

Università degli Studi di Torino



LA SOSTENIBILITÀ  
NELLA VITIVINICOLTURA  
IN ITALIA

## / 9 Pilot Wineries



VERUCA & VENICA



PLANETA



MASI  
AGRICOLA



**More than 80 new wineries**

[viticolturasostenibile.org](http://viticolturasostenibile.org)

# V.I.V.A - Environment Assessment of Viticulture Impact (“*Valutazione dell’Impatto della Vitivinicoltura sull’Ambiente*”)

## Four indicators

- *AIR: ISO 14067, ISO 14064, ISO 14040, 14044*
- *WATER: ISO 14046*
- *VINEYARD: Directive 2009/128/EC*
- *TERRITORY: ISO 26000, UNEP/SETAC 2015, GRI 2014*

## From cradle to grave

- *Agricultural (field)*
- *Production (cellar)*
- *Distribution*
- *Consumption and disposal*

## Training program

Participants: consultants, verification bodies, technicians and experts in viticulture field, etc.

- **Course** every 6 months to contribute to firms’ know-how improvement and create new “green job”
- **Theoretical lessons, practical workshop** on available database, technical requirements on the 4 indicators and providing *participants information to receive VIVA certification and at giving them an essential overview of the four indicators based on the LCA approach: interpret, evaluate LCA studies, understand strengths/weaknesses of this tool and provide knowledge and methodology of performing a complete LCA*
- **E-Learning platform** on social-economic-environmental impacts of wine activities monitoring, common standards identification for evaluation and certification of sustainability performance and sustainability protocols/features of verification process identification
- “Wine Observatory on Sustainability” **networking** web platform to share experiences, tools and best practices



# Capacity building promotion

Training courses for operators of sustainability in vine-wine sector





VIVA SUSTAINABILITY  
IN THE ITALIAN  
WINE SECTOR

LCA4Regions  
Interreg Europe



#SaveTheDate

# Corso di formazione per Operatori di Sostenibilità in Vitivinicoltura

dal 12 al 15 Ottobre 2021

Piattaforma Microsoft Teams

[www.viticolturasostenibile.org](http://www.viticolturasostenibile.org)



# V.I.V.A - Environment Assessment of Viticulture Impact (“Valutazione dell’Impatto della Vitivinicoltura sull’Ambiente”)

## Useful Information

### Scientific papers validating the methodology:

- *A multi-criteria approach to evaluate the sustainability performances of wines: the Italian red wine case study*
- *Benchmarking of carbon footprint data from the Italian wine sector: A comprehensive and extended analysis*
- *Development and implementation of a qualitative framework for the sustainable management of wine companies*
- *A novel fuzzy expert system to assess the sustainability of the viticulture at the wine-estate scale*
- *A new approach to assessing the water footprint of wine: An Italian case study*

### Link to where further information on the good practice :

- <http://www.viticolture sostenibile.org/EN/Home.aspx><http://wineobservatory.sustainability.eu/en/home/>
- [European Parliament presentation - Next standards in wine sustainability and transparency to consumers](#)

**Letter of intent** signed with Foreign Trade Association, Business Social Compliance Initiative-Sustainable Wine Program (supplier of the most important North-European chains of distribution and monopoly) to recognize the validity of VIVA certification abroad and to let the Program become a rewarding criterion for the choice of suppliers.



# LCA4Regions

Interreg Europe



European Union  
European Regional  
Development Fund

# Thank you!

Questions welcome

[www.interregeurope.eu/LCA4Regions](http://www.interregeurope.eu/LCA4Regions)