



LCA4Regions
Interreg Europe



Wines of Alentejo Sustainability Programme (WASP)



November 23th 2021



Alentejo Wines Sustainability Programme aims to support economic agents in improving the environmental, social and economic performance of the region's winegrowing activity.

It also aims to promote the recognition of the sustainability performance of the region's wines as an instrument to respond to an existing market failure and to state the Alentejo brand in internal and external markets.

Objectives



Articulate the entire wine chain in Alentejo within a philosophy of social, environmental and economic well-being at a local and regional level, with emphasis on the incorporation of eco-efficiency principles with the aim of promoting a more efficient use of resources, encouraging the reduction and reuse of coproducts by reducing internal operating costs



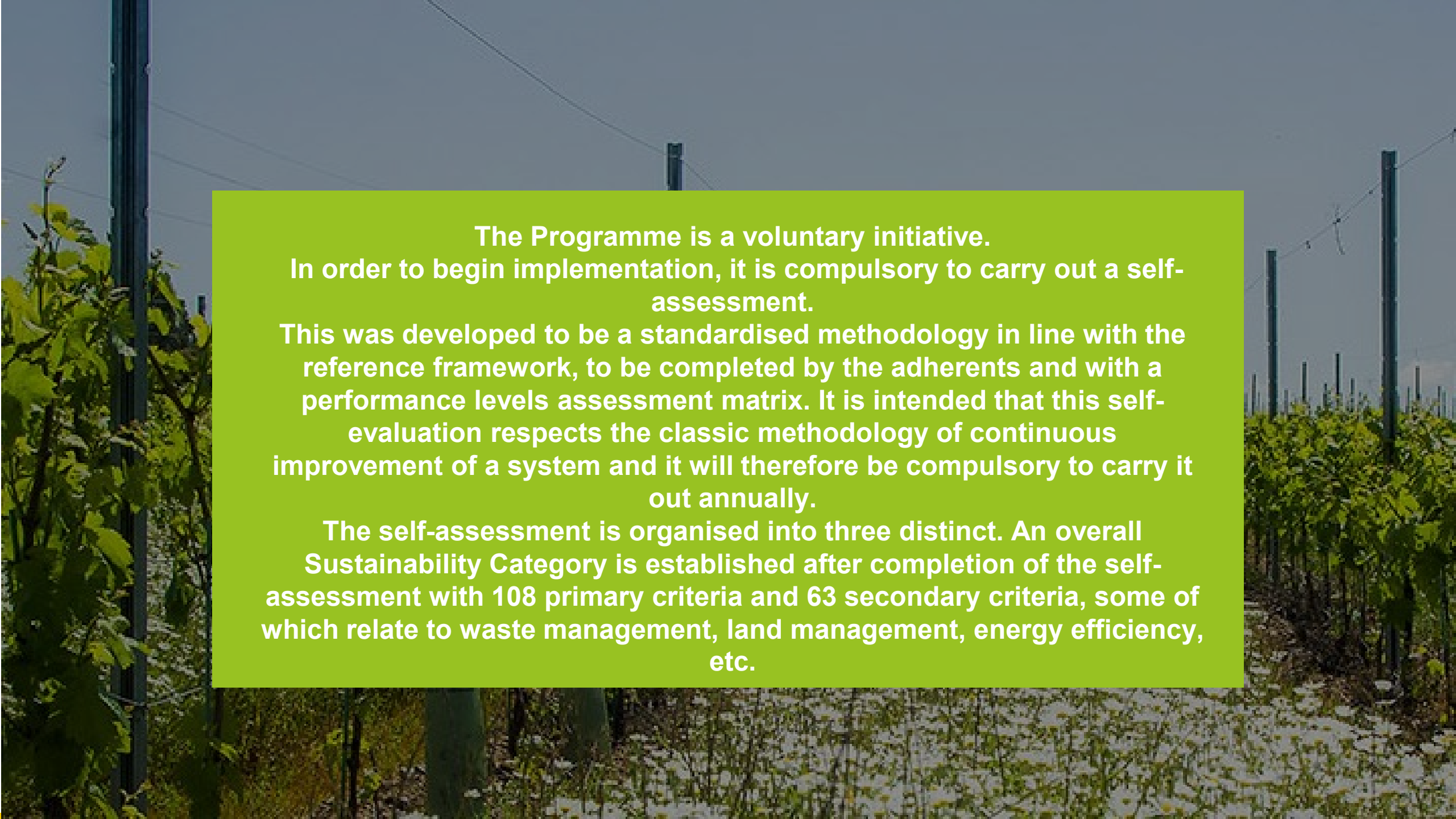
Production of Alentejo wines with recognized sustainable performance, resulting from the incorporation of knowledge acquired in R&D projects



Identification of producers' performance, comparing results among peers.



Definition of the certification process according to the sustainable production benchmark that will enable the recognition of the quality of Alentejo Wines for their sustainable performance

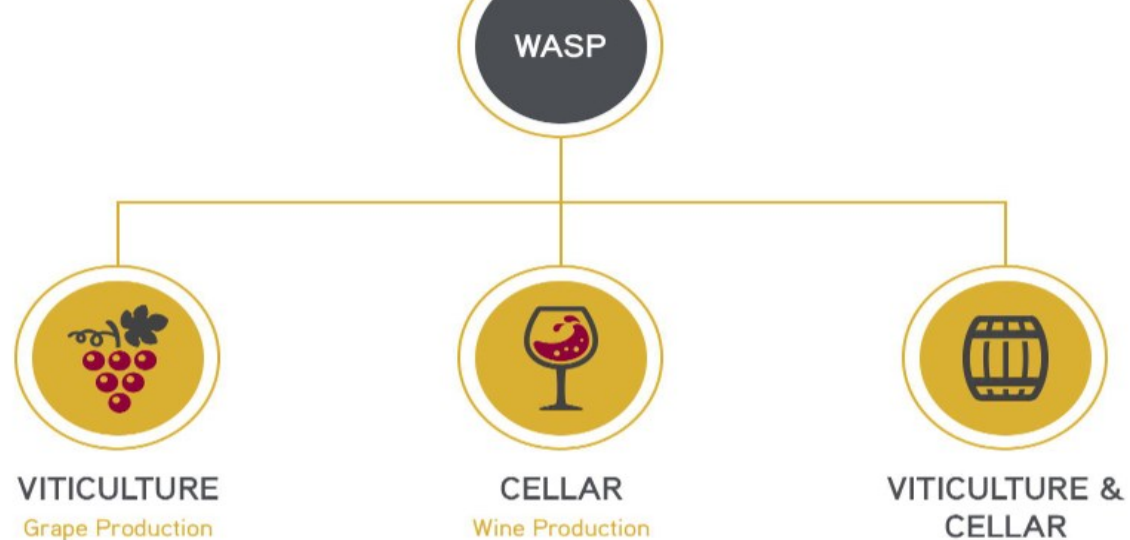


The Programme is a voluntary initiative.
In order to begin implementation, it is compulsory to carry out a self-assessment.

This was developed to be a standardised methodology in line with the reference framework, to be completed by the adherents and with a performance levels assessment matrix. It is intended that this self-evaluation respects the classic methodology of continuous improvement of a system and it will therefore be compulsory to carry it out annually.

The self-assessment is organised into three distinct. An overall Sustainability Category is established after completion of the self-assessment with 108 primary criteria and 63 secondary criteria, some of which relate to waste management, land management, energy efficiency, etc.

Scope



The first implementation phase, called **Primary Intervention Chapter**, was developed for these three general sectors of wine production.

- Grape Production
- Soil Management
- Water Management in the Vineyard
- Disease & Pests Management in the Vineyard
- Energy Management in the Vineyard
- Waste Management in the Vineyard

- Water Conservation in the Cellar
- Waste Management in the Cellar
- Energy Management in the Cellar
- Disease & Pest Management in the Cellar

- Wine Quality
- Sustainable Management of Ecosystems
- Air Quality
- Management & Handling of Materials in Production
- Packaging options & Components
- Human Resources
- Community & Stakeholders
- Socio-Economics & Regional Development

Scope

After completion of the self-assessment for the 11 Primary Intervention Chapters, an overall ranking called the 'General Sustainability Category' will be established. This ranking will fall within one of four ranges defined for the General Sustainability Category (Pre-Initial, Initial, Intermediate and Developed). The 11 Primary Intervention Chapters were developed with 108 criteria.

CHAPTER	Nº OF CRITERIA
Grape Production	14
Soil Management	12
Water Management in the Vineyard	4
Disease & Pests Management in the Vineyard	23
Energy Management in the Vineyard	3
Waste Management in the Vineyard	2
Water Conservation in the Cellar	15
Energy Management in the Cellar	8
Waste Management in the Cellar	16
Disease & Pest Management in the Cellar	1
Human Resources	10

Scope

In a second implementation phase released in 2018, the evaluation method was adapted to accommodate the increase in Chapters. This started the evaluation and implementation of the Secondary Intervention Chapters for eligible members, according to the WASP rules.

SECONDARY INTERVENTION CHAPTERS

Wine Quality

Sustainable Management of Ecosystems

Air Quality

Management & Handling of Materials in
Production

Packaging options & Components

Community & Stakeholders

Socio-Economics & Regional Development

Scope

Once the WASP member has reached this Category, the 7 Secondary Intervention Chapters are made available, with 63 Criteria distributed as follow.

CHAPTER	Nº OF CRITERIA
Wine Quality	9
Sustainable Management of Ecosystems	9
Air Quality	10
Management & Handling of Materials in Production	9
Packaging options & Components	11
Community & Stakeholders	8
Socio-Economics & Regional Development	7

Resources

Financing - national and regional
programmes

Human resources

External services
(Events presence, communication...)



Challenges

Strong communication campaign is needed!

The support and adhesion of public and private institutions

Funding



Evidences of success




The Programme began to be planned in 2013, having been officially launched to producers in May 2015.

With a strategy based on actions with quick benefits and low investment (low hanging fruits) 11 Primary Intervention Chapters (CIP) were opened, in order to demonstrate to the producers, the clear benefits of joining and implementing the programme.

This strategy showed almost immediate results, with the Programme counting 93 members at the end of 2015, a number that has been increasing every year

In 2018, 7 new intervention chapters - Secondary Intervention Chapters (SICs) were opened and made available to members who had already reached the required amounts in the primary intervention chapters.



The programme has reached several awards during the last years.
On December 2019, it was awarded with the title of 2019 European Ambassador for Rural Innovation for the LIAISON project.

This European Innovation Partnership for Agricultural Productivity and Sustainability launched in 2012, by the European Commission, promotes the best European projects at the level of innovation in agriculture, forestry in rural areas. The competition received more than 200 entries from 13 countries.

They considered, due to the innovative and inspiring nature of PSVA, one of the best examples of "working together" for innovation across Europe



Wines of Alentejo

18

CHAPTERS

171

CRITERIA

460

MEMBERS

10509

HECTARES

76

MILLION LITRES
OF WINE PDO &
PGI



3

CERTIFIED
MEMBERS



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European Union
European Regional
Development Fund

Thank you!

Questions welcome



Project smedia