

NEW STANDARDS IN WINE SUSTAINABILITY AND TRANSPARENCY TO CONSUMERS

HOSTED BY **PAOLO DE CASTRO** MEP AND **HERBERT DORFMANN** MEP

Identify in close dialog and cooperation with all relevant stakeholder groups activities in the wine sector to promote sustainable production within a holistic approach to include quality and socio-cultural importance of wine in Europe.

MARCH 6TH

8:30 - 11:00 CET

Brussels,
European Parliament
Room ASP 1 E 1

Please register at
<https://VIVAsustainableWine.eventbrite.co.uk>
until February 27th, 2018



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



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



LA SOSTENIBILITÀ
NELLA VITIVINICOLTURA
IN ITALIA

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DRAFT AGENDA:

9.00 - 9.45 OPENING AND KEYNOTE SPEECH:

Herbert Dorfmann, MEP / Paolo De Castro, MEP

Wine sustainability – opportunities and challenges for the EU producers

EU POLICY ASPECTS: FROM THE PEST MANAGEMENT TO SUSTAINABLE PRODUCTION

(Giuseppe Blasi, Chief of department, Italian Ministry of Agriculture *to be confirmed*)

SUSTAINABILITY ASSESSMENT, A PUBLIC STANDARD FOR ITALY: THE VALUE ADDED FOR THE SOCIETY

(Carlo Medaglia, Technical Secretariat of the Italian Ministry for the Environment)

9.45 – 11.00 SESSION

SUSTAINABILITY AND TRANSPARENCY FOR THE CONSUMERS

Keynote: Sustainability in the food chain: looking at the big picture

Ettore Capri, OPERA -Università Cattolica del Sacro Cuore

TESTIMONY: THE SOCIAL RESPONSIBILITY IN A WINE GLASS - CERTIFIED PRODUCER

Eva Baratta - Azienda Monteti, Tuscany - Italy

TESTIMONY: IMPROVE THE SUSTAINABILITY PROFILE OF A WINERY FOR THE TERRITORY - CERTIFIED PRODUCER

Guecello Di Porcia - Principi di Porcia Farm, Friuli Venezia Giulia - Italy

LEARNING OUR WAY INTO SUSTAINABLE PRODUCTION

Ignacio Sánchez Recarte, Comité Européen des Entreprises Vins (CEEV)

SUSTAINABILITY, TRANSPARENCY AND TRACEABILITY IN THE WINE SECTOR

Gabriel Trenzado Falcón, COPA COGECA

DISCUSSION AND Q&A

Stakeholder's corner: Bottlenecks in implementing sustainability in wine production

- **Sustainable viticulture and wine practices: how are we?**
Attilio Scienza, Università degli Studi di Milano
- **Producers' initiatives and actions**
Lorenza Morese, CEVI – European Federation of Independent Winegrowers

WRAP-UP AND CLOSING THE MEETING

EXPECTED RESULTS:

To present the Italian strategy for assessing sustainability and the integrated food production. To share and discuss ways and means to improve sustainability performance in vineyards and winery. Recommendations to industry and stakeholders of the value chain. Policy recommendations to promote a holistic approach to wine sustainability.

PARTNERS:

European Parliament; Italian Ministry for the Environment, Land and Sea; Italian Ministry of Agricultural, Food and Forestry Policies; Università Cattolica del Sacro Cuore (UCSC). The workshop is organized by OPERA Research Center of UCSC in collaboration with the Italian Ministry for the Environment in the framework of VIVA "Sustainability and Culture" project.

INTERACTIVE WORKSHOP. Samples of wine labels will be distributed to participants in order to scan the QR code and see the information regarding sustainability assessment of the product, provided on the VIVA website.

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