

Task force to improve sustainable development and the circular economy in the winemaking sector

Summary

The main objective achieved in this project is the creation of a winemaking sector task force (TF) for the joint definition of an innovation project. This project contemplates the creation of a system of indicators for the sustainability and development of various circular economy models in the winemaking sector, which will improve the sustainability of the sector in Catalonia, particularly among SMEs, using this information to reflect their commitment to sustainability.

This innovative project consists of the development of a system of indicators based on DPSIR (driver-pressures-state-impact-response), which will not just take into account the five initially proposed fundamental environmental vectors (energy, water, waste, green procurement and social aspects), but will also enable the definition of specific improvement actions for the companies in the form of various circular economy business models tailor-made to suit their needs. This development will allow the sector to determine the environmental behaviour of its activities and its most important differentiating aspects, it will transversally bring sustainability to all the companies regardless of their specific activity or size and it will improve their sustainable yield through a common, transparent and scientifically validated descriptive policy.

The DPSIR methodology is well known and as an added value it contemplates social aspects. It is widely used and has been adopted by the European Environment Agency. This methodology develops a conceptual framework to formulate and communicate environmental policies and/or the responses that can implement them in order to alleviate environmental problems while also taking into account social aspects. Accordingly, DPSIR can help restructure environmental information related to the specific environmental problems of the winemaking sector by analysing the causes, consequences and possible responses.

The task force creation project was led by the Catalan winemaking cluster INNOVI, whose comprehensive vision and knowledge of the sector is unmatched by any other body in Catalonia. INNOVI has enjoyed the external collaboration of the Eurecat-CTM Technology Centre Foundation, which as an expert in the creation of indicator systems and the development of circular economy business models has provided support in the definition of the task force and in the preparation of the innovation project.

Objectives

In addition to the above, the following specific technical objectives have also been achieved:

- The creation of the task force and the definition of the potential research consortium. In addition to the creation of the task force by its members (INNOVI and EURECAT-CTM), the major players in the innovative actions and projects currently being developed in the wine sector were also identified. This made it possible to contact them to ask them to form part of the future innovation project, in which they have already shown interest. In this sense, the innovation project consortium will be made up of research institutions in the scope of sustainability in the agricultural sector and in agri-food industrial processes, environmental consultancies and winemaking companies and their suppliers, so that the entire value chain can be covered. This consortium will represent the sector's needs and problems

in order to develop an innovative and competitive project in the sector.

- The detailed identification and assessment of experience garnered in the sector (carbon and water footprints, energy, financial and social indicator systems, and projects related to sustainability) in order to pre-assess the work lines to be emphasised when determining this set of indicators.
- The determination and analysis of which mechanisms are used by companies to report their sustainable achievement in order to predetermine the best tools to report their commitment to sustainability based on this system of indicators.
- The preparation of the innovation project. The innovative actions necessary to determine the scope of the project and specify the technical objectives were defined in accordance with the conclusions drawn from the previous phases. The predominant option was the definition of a project carried out by the members of the task force in accordance with the needs identified in a collaborative and participative manner with the companies in the sector. Nevertheless, it will be necessary to define the profiles of additional companies, public bodies and research centres to be included in the innovation project in order to meet the objectives and comply with the implications, requirements and terms of the various events organised to present the project.

Conclusions

The task force creation and project definition phase had the initial aim of presenting the reporting results in order to receive feedback from the companies in the sector with a view to the TF defining the innovation project. A work meeting was organised to this effect at INNOVI's facilities, to which the INNOVI Projects Committee was invited. The main objective of this committee is to foster research, development and innovation projects throughout the entire value chain of the winemaking sector that are in line with INNOVI's vision and mission. Given the full alignment of the objectives of the committee and the TF, it was considered appropriate to propose a joint work meeting. The committee is currently made up of seven members, including wineries, universities and technology centres.

The presentation of the results revealed to the companies the need for the innovation project to not only have the aim of developing a system of indicators on the circular economy, but that it should also enable the definition of specific actions for companies to help them implement circular economy business models. From that point, the focus of the project was enriched with the sector's request to also develop circular economy business models based on the initially proposed system of indicators. At the same time, it was agreed that the TF should be made up of INNOVI and EURECAT with the support of the companies to jointly define the project in a subsequent session in the form of a workshop in order to detect their needs and actively transfer them. Accordingly, the aim was to achieve their vital support in relation to the presentation of the project at one of the research call events as benefiting members.

The aforementioned workshop took place on Tuesday, 19 June 2018. The TF was responsible for its preparation. Twelve attendees from the different branches of the winemaking sector participated in the workshop. It consisted of three fundamental parts:

- Introduction (30 min.). Presentation and background information, the formation of the TF, objectives and the methodology used in the workshop.
- Participatory dynamic (1h 45 min.) Two groups of six people worked on the circular economy models already defined with the Business Model Canvas methodology, with a member of Eurecat moderating each table.
- Conclusions (15 min.) Sharing of ideas and main conclusions.

The workshop raised the main questions of interest to the sector in relation to these circular economy models as an initial step to their development in the research project. This enabled the start of the detection of the most latent needs in order to implement the solutions developed in the project and at the same time interest the companies in participating.

As a result, the proposed innovation project was shaped with a view to developing and implementing new business models based on the circular economy in the winemaking sector in order to strengthen the sector, diversifying its activities and opening it up to new development opportunities, taking into account a sustainable perspective.

Task force leader

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Typology of entity:

Other actors in the sector

Subject area(s) of application

Agricultural production system
Climate and climate change
Energy management
Fertilisation and nutrients management

Geographical area(s) of application

Province(s)
Tarragona
Lleida
Girona
Barcelona

Region(s)

Dissemination of the project *(publications, conferences, multimedia...)*

Project website

www.innovi.cat

More information on the project

Project dates

Starting date (month-year): March 2018
Completion date (month-year): July 2018
Current status: *Executed*

Budget approved

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<i>Own funding:</i>	€4,285.71

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