



BNIC
COGNAC
FRANCE



COGNAC

TERROIR

D'EXIGENCES

Cognac Corporate Social Responsibility

By the BNIC, the Cognac Inter-professional Organization October 29th, 2020

V Lang, Technical & Sustainable Development Director of the BNIC

The Bureau National Interprofessionnel du Cognac (BNIC) and its Technical & Sustainable Development Department

The BNIC in a nutshell

- A coordination and decision-making body for the Cognac industry
- Equal number of winegrowers and merchants
- Aims to safeguard the Cognac Geographical Indication
- Fosters the economic development of the industry
- Represents the general interest of 4,276 winegrowers, 117 professional distillers, and 283 merchants operating within the geographical indication

The Technical & Sustainable Development Department of the BNIC

30 people



A large set of competencies

WINE GROWING

DISTILLATION

ANALYSIS

SENSORY

SUSTAINABILITY

DIGITAL

Facilities

More than 3000m² of Labs, Pilot, and a network of vineyards



More than 20 Collaborations



Recognition & Quality Management



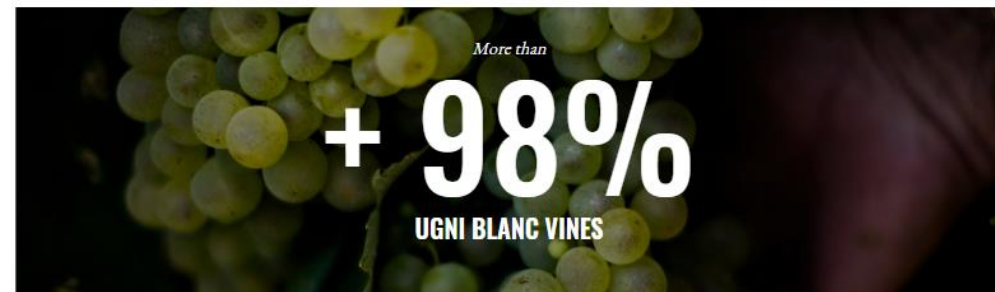
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Cognac in figures

WINE REGION (DEC. 2019)



INDUSTRY FIGURES (DECEMBER 2019)



COGNAC

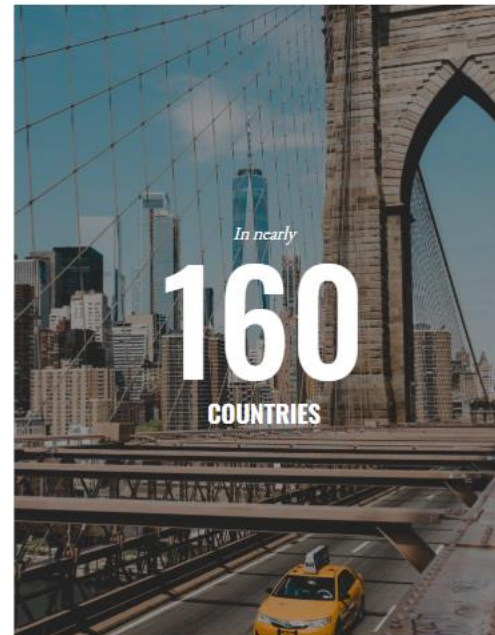
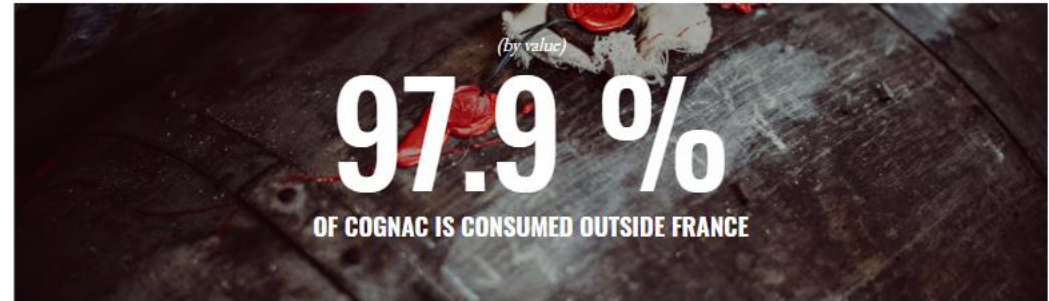
Cognac in figures

PRODUCTION (DEC. 2019)

9 LITERS OF WINE = **1** LITER OF EAU-DE-VIE (SPIRIT)
coming out of the still



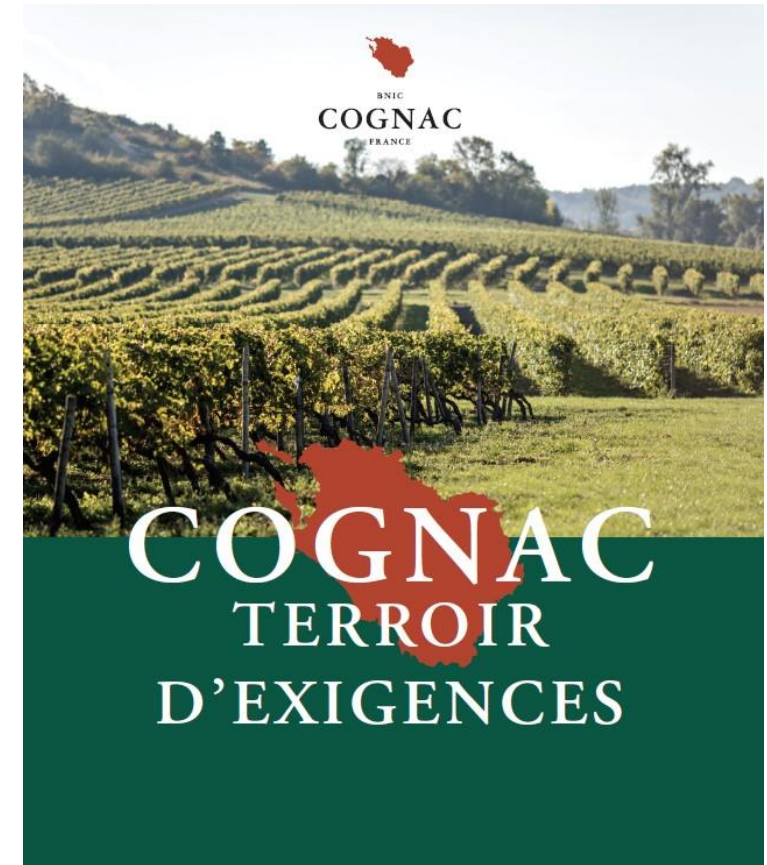
EXPORT FIGURES (DEC. 2019)



COGNAC

Cognac Corporate Social Responsibility (CSR) road map

- A sector with a long track history of social responsibility and anchorage in its terroir
- A sector committed to its clients and regional heritage, of major business size, responsibility
- A sector working on the long term, the time for Cognac to age and value, and seriously seizing its responsibility over the long term
- The appellation's responsibilities integrate sustainable viticulture, transformation, commercialization and relation to society & territory
- A collective approach to social responsibility
- A road map to Progress and integrate the expectations of society and provide a global response
- Producing high-quality products that respect the environment



COGNAC TERROIR D'EXIGENCES

Cognac CSR : 4 main commitments



**Protecting the
environment**



Protecting health



**Contributing to local
development**



**Transmitting culture and
heritage**

COGNAC TERROIR D'EXIGENCES

Cognac CSR : Co-Creation of an action plan



Protecting the environment



Protecting health



Contributing to local development



Transmitting culture and heritage

WORKSHOPS

- **200 participants contributing** (elected officials, local authorities, consumer and environmental associations, start-ups, experts, winegrowers, cognac companies...)
- **A co-building** process to bottom-up ideas and objectives, Elaborate, Refine, Prioritize, Decide
- **Several workshops** over 2019 & 2020 to mature and anchor the commitments





PROTECTION OF ENVIRONMENT

Actions in progress



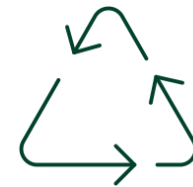
**ENVIRONMENTAL
CERTIFICATION**



**CLIMATE CHANGE STUDIES
CARBON FOOTPRINT**



**WATER PROTECTION
PROGRAMME**



**CIRCULAR
ECONOMY**



**AGRO-ENVIRONNEMENTAL
MEASURES**



LIVING LAB



**RESISTANT
VARIETIES**



INNOVATION

PROTECTION OF ENVIRONMENT

The environmental Cognac certification

- Collective environmental Cognac certification
- In line with French high environmental value standards (HVE3)
- Industry specific requirements



2 400 WINEGROWERS COMMITTED

56% winegrowers et 66% of vineyards

150 CERTIFIED FARMS

PARTNERSHIP WITH PROFESSIONAL ASSOCIATIONS

50 TECHNICAL TRAINERS APPROVED BY THE BNIC



Vincent LANG

Technical & Sustainable Development Director
vlang@bnic.fr

with the great help from Laetitia FOUR

Sustainable development manager

cognac.fr



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