



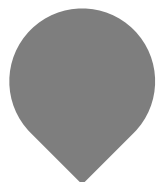
SUSTAINABILITY, GEOGRAPHICAL ORIGIN **THE ROLE OF THE OIV**

INTERNATIONAL ORGANISATION OF VINE AND WINE
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Contributing to the SDG through quality
linked to geographical origin – trends in the
wine sector

OIV

THE LINK TO THE GEOGRAPHICAL ORIGIN HAS ALWAYS BEEN
VERY IMPORTANT FOR THE VITIVINICULTURAL SECTOR



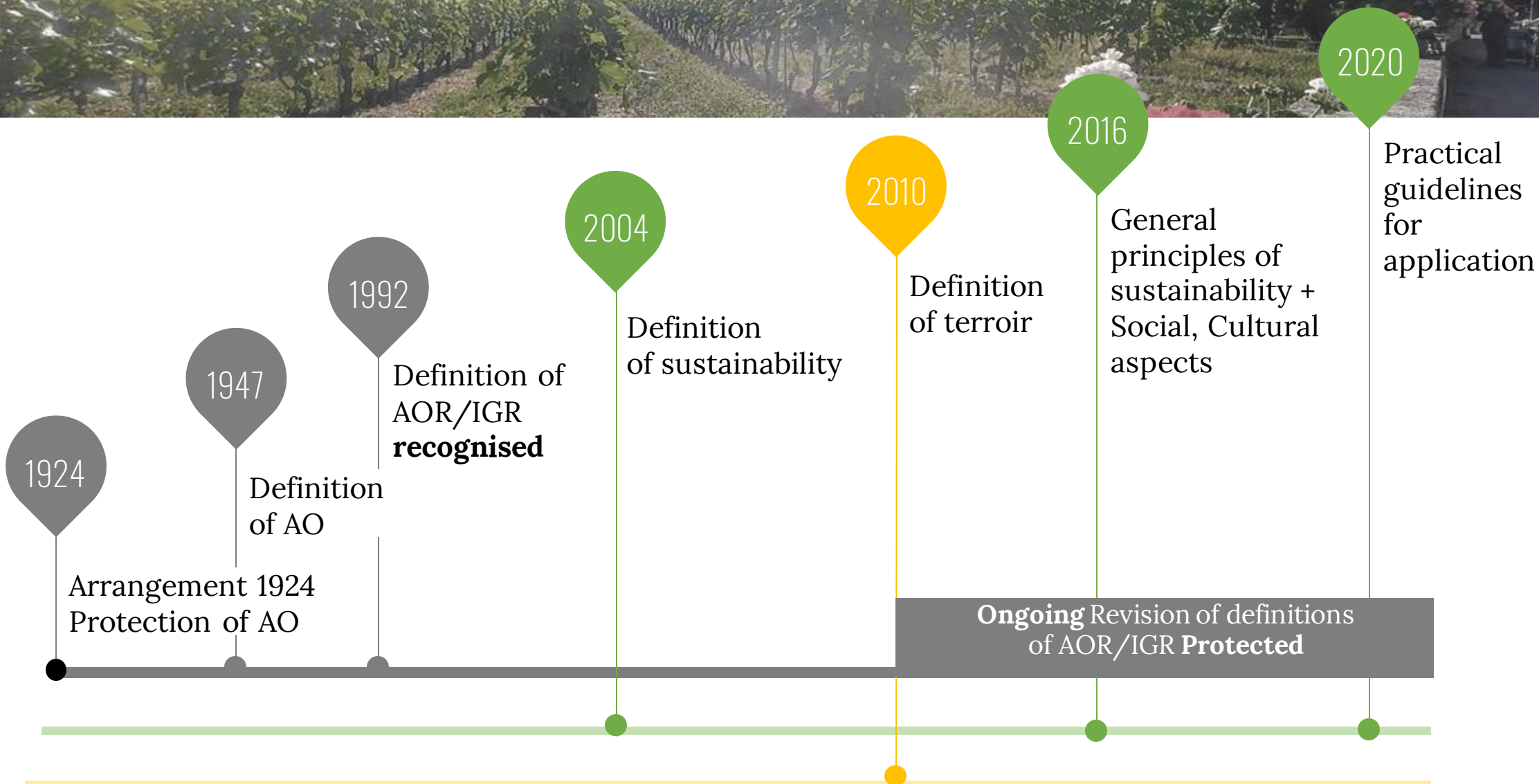
Appellations of origin / Geographical Indications



Definition of terroir



Sustainability





1947

Un vin ou une eau-de-vie ne peut porter une appellation d'origine que si celle-ci est consacrée par des usages et une renommée constatée. Cette renommée doit résulter de caractères qualitatifs déterminés par les facteurs suivants :

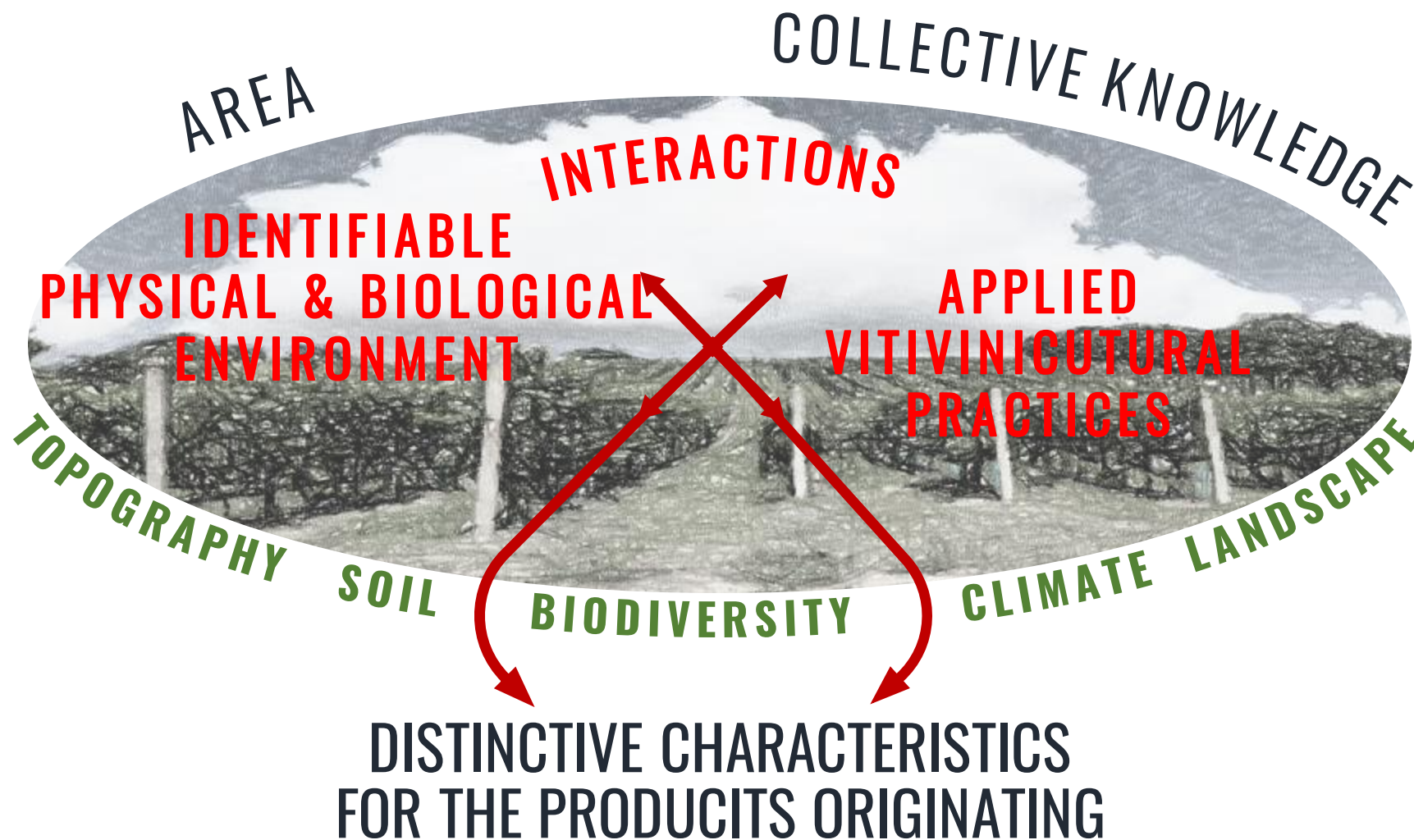
1. Des facteurs naturels dont le rôle est prépondérant : le climat, la nature du sol, les cépages, l'exposition. Ces facteurs permettent de définir une aire de production qui doit être délimitée.
2. Des facteurs dus à l'intervention de l'homme, dont le rôle est plus ou moins important, méthode de culture, de vinification.

Aucun vin ne peut donc jouir d'une appellation d'origine et des avantages qui y sont rattachés s'il ne provient, tout au moins, d'une aire de production et de cépages nettement déterminés.



The Concept of « Terroir »

Vitivinicultural “terroir” is a concept which refers to an area in which collective knowledge of the interactions between the identifiable physical and biological environment and applied vitivinicultural practices develops, providing distinctive characteristics for the products originating from this area.



“Terroir” includes specific soil, topography, climate, landscape characteristics and biodiversity features.



- Earth has gone through many glaciations and heating cycles but never as now it's been provoked by mismanagement of fuel resources by one single species in the planet:

Homo sapiens

- The strategies developed to adapt to the environmental, economic and social impacts of climate change will dictate the future wellbeing of the sector

GRAPE PRODUCERS HAVE NEVER BEEN IN DENIAL

- Producers need to innovate to respond to “what nature gives you” and to understand the huge potential of the vine, adapting itself to an evolving climate



- The wine sector fragmentation and vast diversity of actors is not always a disadvantage
- This economic structure can be a model of resilience, by innovating and adapting
- To address climate change economists should study ecology

SUSTAINABILITY AS A NEW VALUE FOR GROWTH





THE VITIVINICULTURAL SECTOR ROLE AND STRATEGY IN THE ACHIEVEMENT OF SUSTAINABILITY GOALS

- **2004:** Definition of sustainability
- 2008, 2011: recommendations for environmental sustainability
- 2016: OIV General Principles of Sustainable Vitiviniculture - **Environmental - Social – Economic and Cultural Aspects**” (OIV-CST 518-2016)”
- **2020:** presentation at the General Assembly for adoption: “Guidelines for the implementation of principles of sustainable vitiviniculture”
- OIV Strategic Plan for 2020-2024



General principles are defined (OIV-CST 518-2016)

How to implement them and at what level?

Guidelines for the implementation of principles of sustainable vitiviniculture



Achievement of Sustainable development goals requires participation of private enterprises and organisations

The vitivinicultural is characterised by:

- a strong link with the territory, its history, culture and customs
- is based on agricultural production which can not be delocalised, requiring specific know-how and which generates employment in a rural area on all levels of competencies
- products of high-added value and important export potential
- uses endogenous resources of the genetic diversity of grape vine contributing to valuing and conserving them
- plays an essential role in the creation and preservation of landscapes
- major factor identifying a region – has an important potential for the development of tourism
- Is affected by the impacts of climate change and societal changes
- Is open to technological innovations
- A sector where sectoral organisations prevail making it possible to generate and implement collective strategies
- It assumes its responsibility towards sustainability goals of the United Nations Organisation



Strong presence of sectoral bodies

Which can contribute to

1. Sharing the knowledge
2. Leading the way: definition of roadmaps, and focusing objectives
3. Sharing and mutualising tools, methodologies and actions
4. Sharing and mutualising results: provision of necessary support and tools to allow benchmarking
5. Ensure indicators are comparable among participants to monitor collective and individual sustainability progress.
6. Providing operational support: support for fundraising (public or private), organising training and capacity building activities, cost sharing of the eventual application for certification scheme, etc...
7. Driving innovation
8. Providing technical assistance
9. Sharing communication strategy and raising awareness
10. Interaction with public authorities.



coming soon: presented for adoption at the GA of November 2020

Guidelines for the implementation of principles of sustainable vitiviniculture

- For whom: enterprises and organisations
- What:
 - **Management advices**
 - **A “library” of already accepted best practices for each principle of sustainability**
 1. Sustainable approach integrates environmental, social and economic aspects
 2. Sustainable vitiviniculture respects the environment
 3. Sustainable vitiviniculture is sensitive to **social and cultural aspects**
 4. Sustainable vitiviniculture seeks to maintain economic viability
 5. Sustainable initiatives require planning and assessment
 - **Potential indicators of progression**



What's next?

- Implementation:
 - Promotion among enterprises and organisations
 - Promotion among certification bodies
- Recognition and valorisation of the approach



OIV STRATEGIC PLAN 2020-2024

The OIV is committed to the Sustainable Development Goals, developed under the aegis of the United Nations, and is supporting its members in their implementation in areas relevant to its mandate of financial stability and sustainable and inclusive economic growth.

We are on target for 13 out of the 17 SDG

