

environmentally
sustainable



The **Confronting Climate Change (CCC)** initiative enables South African growers and service providers to measure their carbon footprint, identify 'carbon hotspots', develop creative solutions to reduce CO² emissions, and manage the perceptions of buyers and policy makers in order to secure the long-term viability of the industry. A carbon footprint label recognises the '**Carbon Heroes**' of the wine and fruit industry who meticulously calculate their carbon footprint.



WWF-SA's pioneering **Conservation Champions** are dedicated to the conservation of the Cape Floral Kingdom's unique biodiversity, which is home to over 9 600 plant species, 70% of which occur nowhere else on earth. The Conservation Champions collectively own 45 200 ha, of which 24 300 ha are conserved.



Vinpro's **Gen-Z Vineyard Project** is a technology transfer project that aims to connect wine producers, viticulturists, suppliers and researchers with the latest practices, technology and tools in the vineyard.



The **Integrated Production of Wine (IPW)** scheme was introduced in 1998. Producers farm according to independently audited IPW guidelines to prevent further loss of habitat. These guidelines are constantly improved and independent auditors audit the farms and cellars. If the farms pass the audit, they can use the sustainability seal.



The **Old Vine Project (OVP)** aims to preserve as many heritage vineyard sites in South Africa as possible. The OVP believes that this renewed focus on the quality of old vines wines can help to raise the price of grapes in South Africa and create a sustainable model for the farming community. In another world-first, since 2018 OVP members can carry the **Certified Heritage Vineyards** seal on bottles of wine made from vineyards of 35 years or older, together with the planting date.



Sustainable Wine South Africa (SWSA) is driving the South African wine industry's commitment to sustainable, eco-friendly production. In 2010, South Africa launched the world's first industry-wide **sustainability seal** which guarantees a certified wine's environmental credentials according to measurable, auditable criteria. Today, some 94.3% of wines certified in accordance with the WO scheme are meeting the requirements to carry the sustainability seal.



Winetech's **TerraClim** platform uses pioneering integrated data resources to provide access to detailed climate and terrain information that assists in navigating the increase in seasonal changes. TerraClim was built on years of research and scientific work carried out at the University of Stellenbosch to provide pertinent information that aids both short- and long-term agricultural decision-making.



South Africa's **Wine of Origin (WO)** certification scheme was officially instituted in 1973. When the term 'Wine of Origin' (W.O.) appears together with the name of a production area such as Stellenbosch, Durbanville or Robertson on a label, it confirms that 100% of the grapes from which the wine is made comes from that specific demarcated area.