
Sustainable Management in Geographical Indications: Adoption of ESG Practices and ISO and FSSC Certifications by Wineries with Designation of Origin Vale dos Vinhedos, Brazil

Lisiane Gallina*^{†1}, Kettrin Farias Bem Maracajá^{‡2}, and Tatiane Pellin Cislighi^{§1}

¹Federal Institute of Education, Science, and Technology of Rio Grande do Sul (IFRS) – Avenida Osvaldo Aranha, 540, Juventude da Enologia, Bento Gonçalves, Rio Grande do Sul, Brasil, Brazil

²Federal University of Campina Grande (UFCG) – Rua Aprígio Veloso, 882 - Universitário, Campina Grande, Paraíba, Brasil, Brazil

Abstract

Sustainability is defined as a state of the global system, including environmental, social, and economic aspects, in which the current needs are met without compromising the ability of future generations to meet their own needs. Given the global importance of sustainability in social and economic development, one of the increasingly prominent theories for addressing this issue in organizations is the Environmental, Social, and Governance (ESG) approach, as well as international certifications such as ISO (International Organization for Standardization) and FSSC (Food Safety System Certification). This study investigates the level of adoption of ESG practices and international certifications by wineries with Denomination of Origin (DO) status in the Vale dos Vinhedos (RS), Brazil. The general objective is to analyze the adoption of these practices and certifications, seeking to understand how the wineries align with the Sustainable Development Goals (SDGs) and international standards of quality and sustainability. The research is qualitative, descriptive, and documentary, with the object of analysis being the wineries with Denomination of Origin (DO) status in the Vale dos Vinhedos, as listed on the official website of the Vale dos Vinhedos Fine Wines Producers Association (APROVALE) and other validation sources. Data collection was carried out through the analysis of the wineries websites, as well as semi-structured interviews, using a checklist with defined criteria to identify ESG practices and ISO certifications, such as ISO 14001 and FSSC 22000. The data were analyzed using content analysis techniques to categorize the ESG practices and certifications mentioned, comparing them with the criteria identified during the research. In addition to mapping the sustainable practices implemented, the study evaluated the barriers and challenges faced by the wineries in implementing these practices and obtaining certifications, as well as exploring opportunities for cooperation among the wineries in the region to strengthen sustainability more broadly. One of the main findings is the low adherence of wineries in the Vale dos Vinhedos (and Brazil as a whole) to obtaining international certifications for quality, food safety, and sustainability. Some barriers and challenges faced by the respondents indicate that the main reasons for abandoning

*Speaker

[†]Corresponding author: lisianegallina77@gmail.com

[‡]Corresponding author: kettrin.farias@uaac.ufcg.edu.br

[§]Corresponding author: tatiane.cislighi@bento.ifrs.edu.br

the implementation of a management system for certification and ESG practices are: (i) the standards require top management to establish strategic direction, and there is often a lack of knowledge among managers about the benefits of practices and certifications; (ii) it requires time and financial investment; (iii) it demands the involvement and participation of all employees; (iv) it is bureaucratic, and the company may not be prepared in terms of the necessary infrastructure for carrying out the processes, which sometimes requires specialized consulting to assist in the implementation of actions. In the end, guidelines will be presented for improving sustainable management and converging with international standards, highlighting the role of Denominations of Origin in meeting the SDGs and consolidating the Vale dos Vinhedos as a sustainable wine tourism destination.

Keywords: SDG's, Sustainability, ESG, Geographical Indications, Wine Sector.