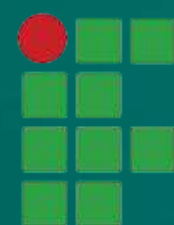


# SUSTAINABLE MANAGEMENT IN GEOGRAPHICAL INDICATIONS:

ADOPTION OF ESG PRACTICES AND ISO AND FSSC  
CERTIFICATIONS BY WINERIES WITH DESIGNATION OF  
ORIGIN VALE DOS VINHEDOS, BRAZIL



INSTITUTO FEDERAL  
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# TEAM



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**THE FIRST REGION IN THE COUNTRY TO  
RECEIVE RECOGNITION AS A  
GEOGRAPHICAL INDICATION AND THE  
FIRST DESIGNATION OF ORIGIN FOR  
WINES IN BRAZIL.**



**D.O.**

**VALE DOS VINHEDOS**  
**04 0812811**



**Sustainable management** in wineries encompasses everything from reducing the ecological footprint to ethical business practices and local economic development.

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WINE INDUSTRY AND WINE TOURISM

**3** GOOD HEALTH AND WELL-BEING



**8** DECENT WORK AND ECONOMIC GROWTH



**13** CLIMATE ACTION



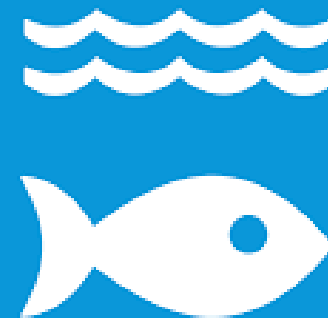
**6** CLEAN WATER AND SANITATION



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**14** LIFE BELOW WATER



**17** PARTNERSHIPS FOR THE GOALS



**7** AFFORDABLE AND CLEAN ENERGY



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**15** LIFE ON LAND



## **Wine Tourism in the Vale dos Vinhedos**

Vale dos Vinhedos is the main driver of regional tourism, attracting over 1.4 million wine tourists, along with the Grape and Wine Region (Valduga & Minasse, 2018).

## **ESG and Sustainability in Wineries**

(Barron & Chou, 2017; Gabler et al., 2017).

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# OBJECTIVES

**GENERAL:** is to analyze the adoption of these practices and certifications, seeking to understand how wineries align with the Sustainable Development Goals (SDGs) and international standards of quality and sustainability.





# METHODOLOGY

## QUALITATIVE - DESCRIPTIVE - DOCUMENTARY

With the analysis focusing on wineries with Denomination of Origin (DO) in Vale dos Vinhedos (APROVALE)

- Analysis of 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.



# MAIN RESULTS

- 13 wineries with Denomination of Origin in Vale dos Vinhedos
  - Only two of them have certifications.
  - Aurora Winery and Miolo Winery have management system standards.
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COOP. VINÍCOLA AURORA

AURORA WINERY HOLDS ISO 9001, ISO 14001, AND FSSC 22000

# Process of Development and Definition of the ESG Commitments of Aurora Winery

## STEP 1

### 1 Definition of Working Groups (WGs) in the ESG Pillars

The first stage involved the internal coordination of working groups, distributed among the Executive Boards and Management teams, considering the necessary expertise for each environmental, social, and governance dimension.

## STEP 2

### 2 Assessment and Definition of Commitments

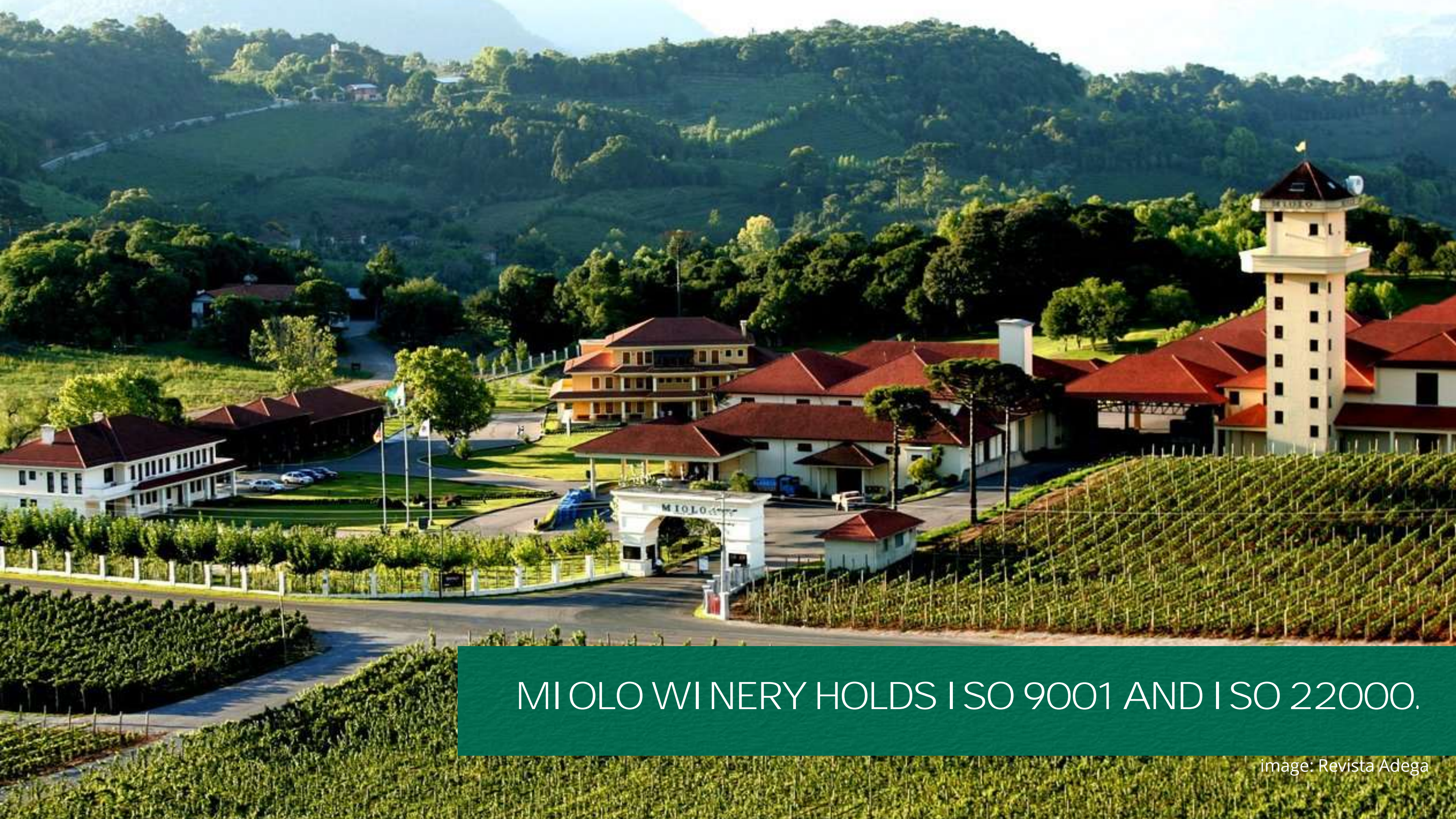
The second stage required meetings, workshops, and specific analyses by the internal working groups, through which the 13 material ESG topics mapped by Vinícola Aurora were studied and subsequently translated into objectives, goals, and actions to be developed within the Cooperative's structure, business processes, and relationships.

## STEP 3

### 3 Meetings and Discussions with the WGs (Working Groups)

The third and final stage of this phase involved the assessment and final definition of the ESG Commitments developed by the working groups. This responsibility was carried out by Vinícola Aurora's Sustainability Committee, an advisory and technical analysis body that is part of the Cooperative's organizational structure.





MI OLO WINERY HOLDS ISO 9001 AND ISO 22000.

# DISCUSSION



- Low adoption rate of international certifications for quality, food safety, and sustainability among wineries in Vale dos Vinhedos (and Brazil as a whole).



- Barriers and challenges for abandoning the implementation of a management system for certification and ESG practices are:

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# DISCUSSION



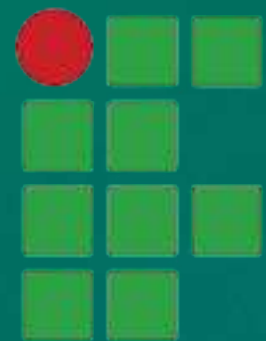
Although the region has made progress in quality certifications, such as Geographical Indications (Tonietto et al., 2016), it has not yet adopted environmental certifications, such as ISO 14001.



This certification could significantly contribute to the improvement of environmental management practices, providing greater sustainability and competitiveness for the wineries in the region.

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# We appreciate the opportunity!



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