



Date : Thursday 30 October 2008

Title: EU Green Legislation

Speaker: John Corbet-Milward, UK

THE WINE AND SPIRIT TRADE ASSOCIATION
One strong voice for the trade





Presentation Overview

- Background to existing legislation
- Likely areas of legislation
- Current Initiatives
 - Focus on Viticulture and Logistics
 - What the Trade is doing



Background

- Sustainable Development: a key objective enforced by the Lisbon Treaty
- Industries which understand their links with their communities are likely to prosper



Background

- Wine: though natural, incurs environmental costs
- Understanding and reducing costs will help promote responsibility to consumers, and will
- Help identify opportunities for innovation and cost savings



Background

- Major challenges:
 - Adaptation to the unavoidable impact of climate change
 - Preserving natural assets through sustainable practices are imperative for the long term viability of vini-viticultural activities



EU/Background to Current Policy Development

Takes into account Two key EU Reports

- EIPRO Report – 2006
 - Food & Drink, transportation and housing responsible for 70-80% impact of private consumption
- Technical Report: Time for Action - 2007
 - Focused on Production and consumption identified in EIPRO Report
 - Food & Drink; Transportation; Housing



EU/Background to Current Policy Development

- **Technical Report – Suggested Solutions**
 - Higher Taxation: food with high CO₂ Footprint
 - Education of Consumers & Policymakers
 - Integrated Food Label
 - Life Cycle approach in Policymaking
 - Stakeholder Round Tables
 - Sustainability Target



EU's Draft Action Plan

- **“Sustainable Production and Consumption and Sustainable Industrial Policy Action Plan”**
 - Will set ambitious standards in EU
 - Complement existing environmental Policy: Eco – Label Regulation; Energy Efficiency Labelling Directive



EU's Action Plan

- **In the Commission's Words:**

“ The Challenge is to create a virtuous circle: improving the overall environmental performance of products throughout their life cycle, promoting and stimulating the demand for better products and production technology and helping consumers make better choices.”



EU's Action Plan

- **Tools & Benchmarks:**
 - A) Minimum Energy Credentials
 - B) Product Labelling System
Eco-Label to complement
 - Eco Design & Energy Efficiency Directives
 - C) Fiscal Incentives: Promoting Energy Efficient Products
 - D) Stakeholder Forum: Retailer/Consumer



Other EU Initiatives

- **Tools to assist SMEs**
 - E) Revision of EMAS
 - F) Enterprise Europe Network



Conclusions

- **Wine Sector:**
 - Ahead of the Game
 - Various Standards freely available to the trade and being implemented
 - Migration towards International Standards?
 - No appetite for commercial advantage
- **EU Commission**
 - Policy on sustainability to be rationalised





Conclusions

EU Draft Action Plan:

“Sustainable Production and Consumption, and Sustainable Industrial Policy Action Plan”

Commission:

“This Action Plan aims to bring about significant Change in Patterns of Production and Consumption...It will pave the way for Europe to lead towards sustainable development”

Report on Implementation: 2011

Performance
BIB



28-30 Octobre 2008 / La Grande Motte, France



Thank you for Listening

john@wsta.co.uk

+44 207 089 3879

