2022 Wine Australia Topic Brief
CHALLENGE ONE

Wine Australia want more people to visit the Sustainable Winegrowing Australia website, sign up for membership and then progress through to becoming certified.

Develop an intervention(s) that will prompt participants to discover Sustainable Winegrowing Australia, and then see value in progressing through from membership to certification.

BACKGROUND

Sustainable Winegrowing Australia is Australia’s national sustainability program for the wine sector. It was launched in July 2019 after the consolidation of two existing sustainability programs. Grape growers and winemakers become members to demonstrate and continuously improve the sustainability of their vineyard and winery operations through the environmental, social and economic aspects of their businesses.

The voluntary Sustainable Winegrowing Australia program is modelled on global best practices and aligned to the United Nations Sustainable Development Goals. Once a year, members record their progress towards best practice by completing an online self-assessment workbook and by submitting supporting data. The data is used to benchmark their performance with the average of other producers in the region or nationally.

There are currently (February 2022) 855 members (750 grower, 105 winery) of the program representing approximately:

- 35% of the national vineyard area
- 13% of the estimated number of wine grape producers
- 41% of wine produced by volume
- 5% of wine businesses

There are two membership types – standard and certified. Certified members are those that undergo a third-party audit against the approved certification standards for viticulture and wineries. Certified members are the focus of promotional activities and may use the Sustainable Winegrowing Australia trust mark for to market their brand.

Over the past two seasons, total membership has grown by 166%, attributed to increased investment in training, marketing, and promotion but also to the requirement of some large wineries for their grape grower suppliers to become certified members by 2023.

The annual membership fee for both standard and certified members is $110 per site. Certified members are required to be audited every three years which costs $1500 - $2000. For some members, the audit process is stressful which is why a once-off pre-audit training session was introduced. At this workshop, members are walked through the documentation that will be required and what to expect on the day of audit.
It is recognised that many individuals have good intentions to make their businesses more sustainable, and some implement changes for the better. However, we often hear comments that they lack the time, resources and motivation to take the steps to formalise the process by becoming a member of Sustainable Winegrowing Australia. In addition, parts of the wine community are under financial distress due to flow on-effects from the recent loss of the China market and other seasonal factors, making it difficult to engage with them.

No price premium is typically paid for grapes or wines from members. A few case studies have been prepared showing the benefits to businesses that become members of Sustainable Winegrowing Australia and others are in development. Some wineries are demanding their grapegrower suppliers become certified members as an apparent means to maintain market access, and providing the growers with an incentive (eg. Vouchers).

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**STEPS TO BECOMING A MEMBER AND CERTIFIED MEMBER**
The process is described in detail on the Sustainable Winegrowing Australia [website](#), but in summary:

**MEMBER**

- Prospective members sign up for an information pack or register directly via the website
- Complete the online self-assessment workbook and pay the annual membership fee of $110 per site

**CERTIFIED MEMBER**

- Once-off certification training $400
- Audit every 3 years $1500-$2000
- Pass audit

[Diagram showing steps to becoming a member and certified member]
CHALLENGE TWO

The wine sector has set a bold target of net zero greenhouse gas emissions by 2035. In order to measure and monitor progress of the sector towards this target, Wine Australia need to have a critical mass of producers reporting their Scope 1 and 2 emissions.

How can we leverage behavioural insights to motivate wine and wine grape producers to voluntarily share business emissions data.

BACKGROUND
The risks to grape and wine production from the effects of climate change are well-recognised. There is growing global urgency to limit the effects of climate change, and regulatory, business and social demands are being placed on industries to take responsibility for reducing or even eliminating their carbon footprint.

The peak representative body for Australian grapegrowers and winemakers, Australian Grape & Wine, has set a goal for the sector to produce net zero Scope 1 and 2 greenhouse gas emissions by 2035. Wine Australia, with Edge Environment, is currently conducting a project to produce a road map to assist producers achieve this target, for more information see Carbon Emissions Roadmap.

Reported emissions for a portion of grape and wine producers are being tracked through the industry’s sustainability program, Sustainable Winegrowing Australia. There is a view by some that climate change and the industry’s progress towards net zero emissions are very significant issues that demand specific focus and investment. They argue that membership growth in the Sustainable Winegrowing Australia is too slow to provide representative data which the sector can use to track and substantiate emissions and influence behaviour change. As an alternative they propose carving out the emissions modules from the sustainability program and providing them as a no-fee reporting platform, available to any winegrape producer or winemaker. This concept is still being debated.

WHAT ARE SCOPE 1 AND 2 EMISSIONS?
Greenhouse gas emissions (sometimes referred to as ‘carbon’ emissions) are accounted under three categories or ‘scopes’:

Scope 1 emissions are those released to the atmosphere as a direct result of an activity on site. In a vineyard or winery this would typically be from:

- the fuel (petrol, diesel, LPG etc) used on the vineyard or in a winery to power tractors, quadbikes, forklifts, pumps, heaters and other equipment.
- Nitrogen-based fertiliser applied to a vineyard
- Carbon dioxide (dry ice) used in the winery
- Re-gassing of winery cooling equipment with refrigerant
- Treatment of winery effluent or composting of organic waste (e.g. grape waste)

Scope 2 emissions are those produced indirectly from the use of energy produced off site. In other words, these emissions relate to the amount of energy purchased to operate the winery or vineyard.

Scope 3 emissions are not commonly reported in Australia and are not considered in this challenge. These emissions are outside the direct control of the vineyard or winery, for example those associated with the production and transport of materials used by these businesses.
Studies\(^1\) have shown that electricity is by far the largest contributor to winery Scope 1 and 2 emissions, accounting for up to 82% of the total. In vineyards, the greatest contributions are from electricity, fuel and fertiliser.

**WHAT DOES A TARGET OF ‘NET ZERO’ EMISSIONS BY 2035 MEAN?**
A position of ‘net zero’ emissions acknowledges that some greenhouse gases will still be released in 2035, but these are offset by removing an equivalent amount of greenhouse gases from the atmosphere and storing it permanently in soil, plants, or materials. The most common offset used at present is the planting and conservation of trees and vegetation.

**WHERE DO PRODUCERS FIND THEIR EMISSIONS DATA?**
The data required to calculate the total emissions for a vineyard or winery operation is available to producers either through bills (eg for purchased electricity or gas) or from invoices for other inputs (fuel, carbon dioxide). Alternatively, many businesses keep records of inputs applied, for example of the amount of fertiliser applied to the vineyard. *This brochure* provides advice to a producer on where to find the data.

**HOW IS EMISSIONS DATA COLLECTED CURRENTLY?**
There is only one system in place to collect emissions data at scale: the Sustainable Winegrowing Australia program. Members are required to submit emissions data annually via the online portal as part of their general sustainability performance reporting. Producers enter the emissions data on several separate pages on the website. Members can then compare their total emissions to regional or national averages.

Producers who are not members of the sustainability program can calculate their Scope 1 and 2 emissions by downloading the [Australian Wine Carbon Calculator](#), which is an Excel-based spreadsheet. This spreadsheet is the basis for the calculations within the Sustainable Winegrowing Australia program.

It is acknowledged that not all grape and wine businesses will become members of Sustainable Winegrowing Australia. Wine Australia is therefore willing to consider developing a stand-alone system to just capture and report on emissions data for the sector so that progress towards the sector’s 2035 net zero goal can be tracked.

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