



CANTINA SOCIALE DI CANELLI

UN Global Compact Communication on Progress AUGUST 2011

THE PROJECT
OF A SHARED
COP



OICCE declares that the Cantina Sociale di Canelli
is a participating company in the SEVEN Group for Social, environmental
and Economic Sustainability in Viticulture and Oenology
This document is based on the Collective Communication on Progress 2010-2011
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The United Nations Global Compact

The United Nations Global Compact

The Global Compact is a multi-stakeholder network that unites governments, enterprises, agencies of the United Nations, trade unions and organizations of the civil society, with the aim of promoting on a world scale the culture of Corporate Social Responsibility – CSR.

The initiative was proposed in January 1999 by the then General Secretary of the United Nations, Kofi Annan, in occasion of his speech in Davos at the World Economic Forum. In that seat, Kofi Annan invited the leaders of the world economy to be part of a Global Compact to support the nine universal principles concerning human rights, labour laws and the protection of the environment; in June 2004, a tenth principle about the fight against corruption has been added to the nine original ones.

Ever since it was operationally launched at the United Nations Headquarters, in July 2000, the Global Compact has developed rapidly and it presents itself today as the first global forum called upon to tackle the most critic aspects of globalization, through the promotion of the CSR culture.

The main idea of the Global Compact is, in fact, that the companies that have a long-term strategic vision oriented towards social responsibility and innovation can contribute to the new phase of globalization characterised by sustainability and international cooperation, in a multistakeholder perspective with positive impacts on the people employed in the company, on all the phases of the supply chain and of the value chain, on the civil society as a whole.

The dispositions of the Global Compact request that the participants give an annual communication on the progresses obtained in the implementation of the principles of the Global Compact, offering a link or a description of their annual communications, on the website of the Global Compact at the United Nations and/or on the websites of the Local Networks.

In the month of September 2010 the Cantina Sociale di Canelli has joined the Global Compact of the United Nations.

This adhesion has been formally communicated by the President of the Cantina Sociale di Canelli to the General Secretary of the United Nations and the Cantina Sociale has committed itself to respect and support the ten principles both directly and promoting the adoption and the respect within its own sphere of commercial influence.

Among the commitments taken on by the Cantina Sociale di Canelli there is also the drafting of an annual report (Communication on Progress – CoP) eventually, like in our case, using the general chart or collective CoP prepared by the SEVEN Group of OICCE, that the Antica Cantina Sociale di Canelli is part of.

The table in the following page is the access key to the Communication on Progress, linking the principles of the Global Compact with the 24 projects prepared by the SEVEN Group, and postponing the description of the actions taken and of the obtained results to the pages of the respective sections contained in the collective CoP predisposed by the Seven Group.

The ten principles

The ten principles

The Global Compact encourages the enterprises of the whole world to create an economic, social and environmental framework aimed at promoting a healthy and sustainable global economy that guarantees the opportunity of sharing its benefits to everybody. For this reason, the Global Compact asks businesses and organizations that join it to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment and anti-corruption. These are globally shared principles since they derive from the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development and the United Nations Convention Against Corruption.

Human Rights

Principle I: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle II: make sure that they are not complicit in human rights abuses.

Labour

Principle III: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle IV: the elimination of all forms of forced and compulsory labour;

Principle V: the effective abolition of child labour;

Principle VI: the elimination of discrimination in respect of employment and occupation.

Environment

Principle VII: Businesses should support a precautionary approach to environmental challenges;

Principle VIII: undertake initiatives to promote greater environmental responsibility; and

Principle IX: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle X: Businesses should work against corruption in all its forms, including extortion and bribery.

L'Antica Cantina di Canelli

L'Antica Cantina di Canelli

Canelli is situated in the middle of the High Monferrato. The landscape that surrounds it is strongly marked by the vine cultivation, where the deep marks of an economy and of an antique tradition based on the production of wine and grapes can be seen. It is the second municipality for its importance after the capital of the province and it's an oenological centre of primary importance and greatness.

The strong tie between the city of Canelli and the world of wine can be easily found in the underground wine cellars of the area. For their importance and their use they have been included in the candidacy demand as World Heritage of the wine landscape of the South of Piedmont advanced by the Provinces of Asti, Alessandria and Cuneo.

In the first decades of the previous century the development of agricultural cooperation gave an impulse to rational forms for the conduction of vineyards, the wine-growing and the marketing of products that saw the wine-growers as the main protagonists of the whole production and distribution network. Starting from that in 1933, from the commitment of a small group of wine-growers, the Cooperative Cantina di Canelli was born.

At the end of the 40s, the members became 150: the Cantina started then to bottle its own wine – that until then had been sold as bulk – and it grew, diversifying the destination of the areas among grape-squeezing, wine-making and bottling. In the 80s, 450.000 miriagrammes of grapes were conferred by the members, with a production of a million and a half bottles.

Today the Cantina Sociale di Canelli represents an important productive and commercial reality that gives a strong contribution to the "Civilisation of Moscato", and that exports about 80% of bottles on the international market. The main export markets of Moscato are Switzerland, the United States of America, Japan and Korea.

The professional seriousness, the pride and the attention towards territory and society have lead the Cantina Sociale to sign an important agreement with the Dutch company Baarsma and with Pernod Ricard Italia, that has permitted the creation of new job opportunities, the drafting of industrial projects for the new millennium, and has permitted to face new markets such as The Netherlands, Great Britain and China.

The aims at the basis of the constitution of the Cantina Canelli define the business value. The cooperative Cantina Canelli was born to have a:

social character: to protect the group of members

flexible character: to rapidly adapt the management fluxes in order to follow and answer the needs of all the stakeholders: members, clients, suppliers, territory, environment. A value chain whose balance is the fundamental requirement for the cooperative's growth and functioning.

economic character: to guarantee an income to the members that comes from the work done by the cooperative

environmental character: to plan a sustainable development.

Dichiarazione del Presidente

Declaration by Roberto Marmo President

In September 2010, the Cantina Sociale di Canelli joined the United Nations Global Compact, committing itself to respect and promote its ten principles, officially signing the Global Compact in occasion of the meeting on 14th September in New York with the Global Compact Offices.

We believe that the development of a sustainability process has to be done within structured networks, able to reinforce reciprocally all the partners of the chain.

For this reason, we share the project of presenting our actions within the collective Cop that has been drafted for the first time on this occasion.

Therefore, our Co-operative has developed a series of actions for the promotion and the carrying out of the principles of sustainable development, in collaboration with OICCE and within the multistakeholders group SEVEN.

These principles implicate the responsibility of conjugating economic efficiency with social equity and protection of the environment, all managed by a rigorous governavce. For this reason, the projects connected to sustainable development have been reunited in four big fields:

Governance

Territory and Environment

Society

Economy

We think that being part of the Global Compact is not only a symbol of our commitment, but it's a positive way to ensure that this commitment for sustainable development becomes part of a process of profound transformation both for our co-operative and for all the production chain of the wine of Piedmont.

Roberto Marmo
President
Antica Cantina Sociale di Canelli

Connection table with the collective COP

Connection table with the collective COP

In the following table the activities of the SEVEN Project in which the cantina Sociale di Canelli has been engaged in the period 2010-2011 are indicated, divided according to the principles of the Global Compact. For each activity a reference to the collective document of the SEVEN Project is indicated and the role played by the business is also present.

Human Rights

Principle I: Businesses should support and respect the protection of internationally proclaimed human rights; and

Project SEVEN/ECO/2 Participant
Project SEVEN/SOC/1 Participant
Project SEVEN/SOC/5 Participant

Principle II: make sure that they are not complicit in human rights abuses.

Project SEVEN/SOC/5 Participant

Labour

Principle III: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle IV: the elimination of all forms of forced and compulsory labour;

Principle V: the effective abolition of child labour;

Principle VI: the elimination of discrimination in respect of employment and occupation.

Environment

Principle VII: Businesses should support a precautionary approach to environmental challenges;

Project SEVEN/AMB/2 HEAD PARTNER
Project SEVEN/AMB/3 HEAD PARTNER
Project SEVEN/AMB/7 HEAD PARTNER
Project SEVEN/ECO/2 Participant
Project SEVEN/SOC/6 HEAD PARTNER

Principle VIII: undertake initiatives to promote greater environmental responsibility; and

Project SEVEN/GOV/1 Participant
Project SEVEN/GOV/2 Participant
Project SEVEN/GOV/4 Participant
Project SEVEN/AMB/1 Participant
Project SEVEN/AMB/2 HEAD PARTNER
Project SEVEN/AMB/3 HEAD PARTNER
Project SEVEN/AMB/5 HEAD PARTNER
Project SEVEN/AMB/7 HEAD PARTNER
Project SEVEN/ECO/2 Participant
Project SEVEN/SOC/1 Participant
Project SEVEN/SOC/2 HEAD PARTNER
Project SEVEN/SOC/9 HEAD PARTNER

Principle IX: encourage the development and diffusion of environmentally friendly technologies.

Project SEVEN/AMB/2 HEAD PARTNER
Project SEVEN/AMB/7 HEAD PARTNER
Project SEVEN/ECO/2 Participant
Project SEVEN/SOC/6 HEAD PARTNER
Project SEVEN/SOC/8 Participant

Anti-Corruption

Principle X: Businesses should work against corruption in all its forms, including extortion and bribery.

Project SEVEN/SOC/5 Participant



SEVEN

Sostenibilità sociale, ambientale ed Economica in Viticoltura ed ENologi

THE PROJECT OF A SHARED COP



SEVEN

INTRODUCTION

THE PROJECT OF A SHARED CoP

After a millenary history, one of the new frontiers that the oenological and oenomechanic chain has to meet today is that of sustainable development.

Sustainable development is a development that satisfies today's needs without compromising the possibility of future generations to satisfy theirs.

The concept of sustainability is not only referred to ecological problems, but also and especially to wider and more necessary social, political and cultural changes, that request the development of new methods, individual habits and professional abilities.

In 2001, UNESCO has developed the concept of sustainable development indicating that "cultural diversity is necessary for humanity as biodiversity is for nature. Cultural diversity is one of the roots of development meaning not only economic growth, but also as a means to lead a more satisfying existence on an intellectual, emotional, moral and spiritual level".

The different protagonists of the oenological chain are showing a growing interest towards sustainability. This way of acting represents a new form of awareness and responsibility towards tomorrow, clients and consumers, towards the territory and the environment, towards society as a whole.

Taking together the trip that goes from the vineyard to the bottle, it becomes even more evident that a bottle of wine brought to the table for a party of to be combined with a daily meal is the fruit of the joint work of many people. We are aware that it is born not only thanks to the wine cellar that has produced the wine, but thanks to a complex network of elements that interact together in a positive way.

This consideration, apparently simple but actually very important, is the element of cohesion of a group of enterprises, that have decided voluntarily to collaborate to improve everybody's work.

It is the conviction that is at the base of OICCE's work, and it is the starting element that, within OICCE, has led to the birth and the development of the group that has called itself "SEVEN" and that represents the oenological chain committed



to sustainable development. One of the reasons of the choice of the name is exactly this: to indicate in an acronymous financial, social and environmental sustainability.

Being part of the SEVEN group enables to insert oneself in a network of bodies that intend to enact a policy of integrated sustainability, because they believe that acting in a coordinated way makes their activities much more effective: on the other hand, it is well known that the group is always more valuable than the sum of the parts.

The participation is open to all the bodies that are part of OICCE, but also to subjects that still are not part of it and that operate within the oenological chain.

The only necessary quality is the will to commit oneself and to coordinate one's own engagement with the network's, with the aim of contributing to the dissemination of sustainable development practices.

Furthermore, in order to measure the obtained progresses in this action, each participant is asked to take part in the periodical assessment concerning the coherence between the functioning of the bodies and the principles of sustainable development (see the relevant article).

Duty of the organizational structure of SEVEN within OICCE is to offer to the participants of the group a space to share ideas and resources and a concrete help in the coordination of the enacted projects.

For further information, please contact the OICCE office.



SEVEN

Sostenibilità sociale, ambientale ed Economica in Viticoltura ed Enologia

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SEVEN

Sostenibilità sociale, ambientale ed Economica in Viticoltura ed ENologi

THE GOVERNANCE PROJECTS

The definition of sustainable development, given by the Brundtland Commission in 1987, is simple: "Sustainable development is a development that meets present needs without compromising the possibility of future generations to meet their own needs." Simple definition but not always easy to implement and achieve.

A product, a machine, an event, an achievement, but also food or wine is sustainable if it comes from the superposition of three principles: it must be economically viable, environmentally sound and socially equitable.

Companies and organizations must be socially responsible, and to be so they must try to commit themselves on seven fronts. Also for this reason the word SEVEN was chosen for the OICCE project, to remember that they are exactly the seven fronts of corporate social responsibility:

- 1. The ability to govern one's own organization**
- 2. The involvement with the community**
- 3. Environment and its protection**
- 4. Human rights**
- 5. Labour practices and mutual trust**
- 6. Honesty and ethics in relations**
- 7. Respect for consumers and the commitment to offer them the best possible product.**

Some open-minded entrepreneurs have recognized that their reputation and the reputation of their companies, the trust that their clients have in them, and also the bottom lines of their actions, are all concepts closely linked to good corporate citizenship.

These entrepreneurs that produce machinery, equipment, gas, coadjuvants, materials; that bottle wines, sparkling wines, liqueurs and brandies, that are consultants to companies, that provide services, have joined forces to work together on concrete projects, achievable, shared in order to help the growth of their business and of the whole sector.

They are the entrepreneurs who, inspired by the words that Kofi Annan said in 1998: "Let us choose to unite the power of markets with the authority of universal ideals" have chosen to combine the power markets with the authority of universal ideals.

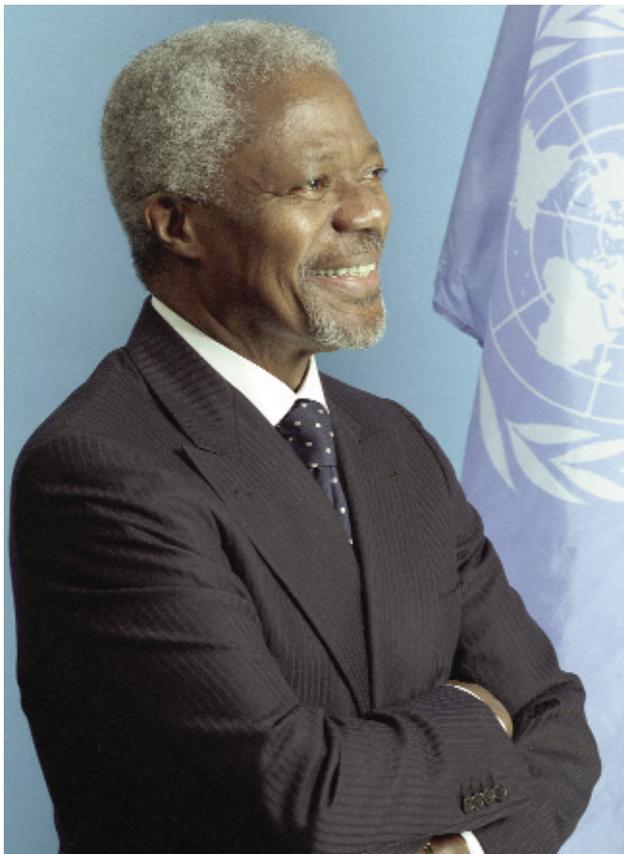
For this reason they are building together the future of the chain, they are working to let everyone know about their achievements and their products.

These are the people who operate within OICCE, people who animate the SEVEN group, that work together on concrete, shared projects, able to improve the life and work of all.

The concept of "governance" generally indicates the structure with which a specific phenomenon is governed. In the political sphere it indicates an innovative way of governance and territorial development, characterized by a high degree of cooperation between institutions and civil society actors.

As part of business management, however, for "governance" one refers to the model of decision making, of company control, of the development of systems that help the company itself to meet the expectations of those who have interest in it (the stakeholders).

In this sense, the four governance projects of the SEVEN group are intended to contribute to "good governance" and to the effectiveness of the implemented sustainability policies, measuring the progress of the organizations towards sustainable development, building and protecting the identity of the group, facilitating the management of the accession to the Global Compact, offering opportunities for sharing ideas.





SEVEN

QUANTITATIVE ANALYSIS OF THE COHERENCE OF THE ORGANIZATIONS WORKING WITH THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT

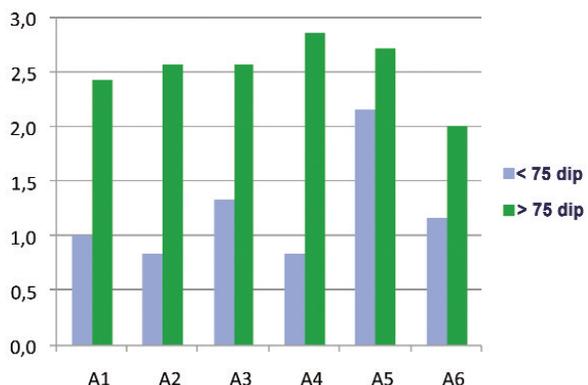
Project SEVEN/GOV/1

A very rare analysis in the context of the international debate is about the bond that can exist between the individual enterprise that aims to achieve the goal of sustainable development and the wider network which it is part of, being the latter made up of a chain, a consortium of companies, cooperatives, or of professional or social networks. In particular, the wine chain is a key model for understanding the role of small businesses; furthermore the existence of the network itself is critical for the future survival of the individual organizations that are involved.

In the researches on sustainable development the analysis concerning how the second level organizational form makes easier (or more complex) the orientation of the individual organization towards the concept of sustainable enterprise are also very few. Finally, the way in which social or environmental sustainability practices can impact on the innovation of products or processes, on the characteristics of the service and how, in this complex context, small businesses can reasonably approach sustainable development has been studied even less in depth.

The project consists in the development of a system of quantitative assessment to be carried out at regular intervals through the administration and analysis of a questionnaire, which allows to test the closeness of those involved in the SEVEN Group towards the principles of sustainable development. The model, based on a self-assessment system, includes Governance, Environmental, Social and Economic aspects, in order to give an overall assessment on indicators related to sustainable development; it therefore allows to review the progress of individual organizations on the path of sustainable development itself.

The model also allows to measure the process of moving towards an ideal situation, and for this reason it can be a starting point for companies that want to deal with the ISO26000 scheme. It is intentionally a general model, able to take into account the different realities of the complex world of oenology: laboratories, equipment manufacturers, service providers, and of course farms, social wine cellars or bottlers.



The results of the first application of the research were presented in April 2010 to the Graduate School St. Anna of Pisa, in the final conference of the COSMIC project. An article for the 33° OIV Congress has also been published, presented in Tbilisi, in Georgia.

CREATION AND METHOD OF USE OF A COLLECTIVE LABEL

An individual label has a distinctive function: its task is to enable to distinguish a product or service of an enterprise from the others present on the market.

A collective label, however, has a guarantee function: its task is to ensure the origin, nature or quality of the products or services that expose it.

The registration of collective labels is granted to those subjects who perform the function of guaranteeing the origin,



Project SEVEN/GOV/2

nature or quality of goods or services, and, that by virtue of such registration may allow the use of such labels to manufacturers or dealers that meet certain requirements.

Usually the collective label is applied by bodies or associations to provide certainty as to provenance and quality assurance. The use of the label must be granted in accordance with the rules of use, attached to the request for protection, produced by the body or association in the phase of the first registration.

In case of an application for registration of a collective label a copy of the regulation governing the use of the label must be attached, as well as that that is indicated for the national trade mark.

The initiative called "Creation and method of use of a collective label" has the aim of creating and regulating a collective label, with the purpose of giving a common identity to the group of organizations involved in SEVEN and bring benefits to the same organizations as part of the reputation and appeal to potential customers.

In fact, thanks to the attractiveness of the collective label (tied to the creation of a shared identity of the network), the project will provide organizations affiliated with the label the opportunity to increase the value of the products that they offer on the market.

DRAFTING OF A COLLECTIVE COP

By joining the Global Compact a company undertakes to comply with several requirements:

1. implement all necessary changes in order that the Global Compact and its principles become part of the strategy, culture and daily operations of the company;
2. promote and disseminate the Global Compact and its principles through communication channels such as, for example, press releases, public interventions, etc..;
3. report back to its stakeholders, on an annual basis, on progress made in implementing the ten principles and in participating in partnership projects in support to United Nations goals.

A company that participates in the Global Compact must implement several operations:

- Identify areas of responsibility of the company (possibly involving stakeholders);
- Establish and share goals for improvement;
- Implement programs and activities that make the achievement of established goals possible;
- Report annually on activities and achievements in pursuing the goals themselves.

The annual Communications (known as COP, Communications on Progress) are the means by which companies that have joined the Global Compact constantly inform their stakeholders about their activities and achievements in implementing the ten principles.

The companies joining the Global Compact are required to prepare annually an annual Communication, to share it with their stakeholders and publish it on the Global Compact website. If this does not happen, the companies are initially labelled on the website of the Global Compact as "non-communicating" and subsequently excluded from the initiative. The "delisted" companies, if they want to return in the initiative, are required to repeat the same procedure for accession by sending at the same time their annual Communication.

Among the objectives of the annual Communications there are those of ensuring the credibility of the initiative, sharing and providing inspiration to other participants in the Global Compact, to be themselves a driver for change.

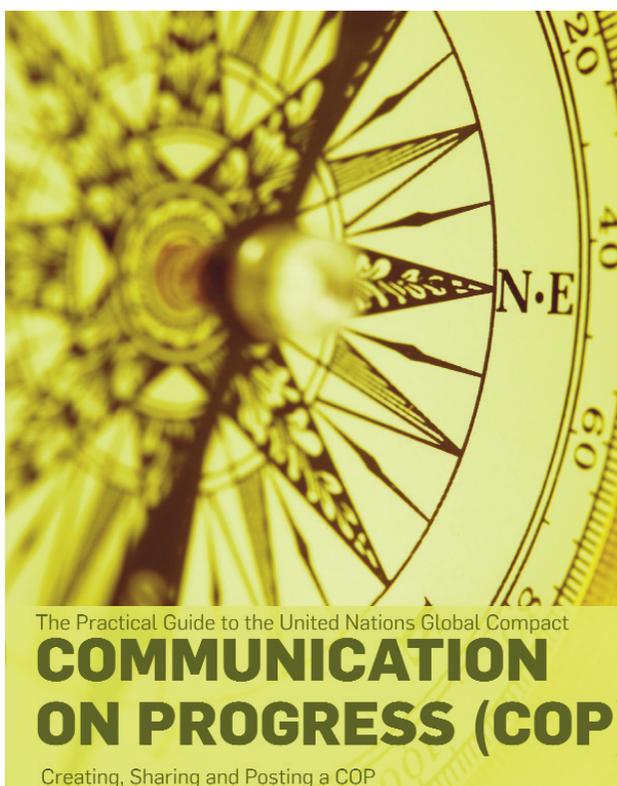
In addition, the COP promote the establishment of a structured policy of corporate citizenship by the company, ensure the involvement of top management, facilitate the identification of risk factors and opportunities of the entrepreneurial activity, encourage the dissemination and the sharing of information on issues of corporate citizenship within the company, encourage continuous improvement by measuring the obtained results, through the use of specific indicators.

One element to always keep in mind is that the main recipients of the annual Communications are the stakeholders of the company, and only in second instance the Global Compact Office in New York or the Focal Point of the local network. It is not enough to transmit the annual Communication to the office of the Global Compact in New York or to the Focal Point of the local Network to be considered truly compliant: companies are required to share with their stakeholders the content of their

annual Communications, using the channels typically used to communicate with them in relation to the objectives and the economic, social and environmental commitments of the corporate action.

The project of the drafting of a collective COP has the goal of designing a collective instrument for the dissemination of the COP concerning the Global Compact member organizations that are part of the Seven Group. A collection of charts will be made that will show all the projects implemented by the Group, for each of which the developed principles of the Global Compact will be shown. The COP of the single organization will be formed by the collection and by an accompanying text that will indicate which projects the organization has participated in, its role and the principles on which its commitment was concentrated.

The mode in question prevents the individual organizations to spend time and energy for the preparation of an individual COP, allows to highlight the synergies built by the group, protects the individual commitment and responsibility of the organizations. The UN Global Compact Network, interviewed in September 2010, granted a trial period of two years. If it succeeds, this method of drafting a joint COP will provide a best practice for the entire global network.





CANELLI DIALOGS

ENCOUNTERS WITH LEADING FIGURES IN THE FIELD OF SUSTAINABLE DEVELOPMENT

The purpose of the initiative "Canelli Dialogs" is to provide an opportunity for organizations in the oenological sector to get in touch with global leading figures in sustainable development, so as to facilitate their approach to this issue and increase common knowledge. The mode is that of the meeting-dialogue, as suggested by the name of the initiative, which foresees a calendar of annual events in the autumn.

In 2010, the host of "Canelli Dialogs" was Patrice Robichon, scientific adviser and manager of the sustainability policies for the Pernod-Ricard Group, which held a dialogue on the theme of the "sober wine cellar".

The meeting, sponsored by OICCE, was held Nov. 12th at the Council Chamber of the Municipality of Canelli, with the objective of discussing in general about the methodologies for



the protection of food products during processing (methods designed to ensure respect of the stakeholders and of the sustainability principles), but also to provide insights with respect to the specific topic of how to design a bottling line inspired by principles of social and environmental sustainability. The main report was introduced by the reflections of Marco Gabusi, Mayor of Canelli; Moreno Soster, President of OICCE, Marco Frey, Chairperson of the Global Compact Network Italy, Luca Cristofaro, manager of the corporate social responsibility area of Cittadinanzattiva Piemonte; Pierstefano Berta, Industrial Director of Pernod-Ricard Italy.

Robichon's speech examined a number of innovative methods of production and protection of food products, that can be adopted in the design of bottling lines of the oenological sector, which have the advantage of being fully sustainable in economic, social and environmental terms and at the same time of reducing the risks, costs and waste for the manufacturing company.

From the "ultra-clean" production site to the "sober" one through an effective management of the risk of contamination and dampness: this is in summary the path traced by Robichon in his report.

Through the experience of the French consortium of companies UNIR, innovative technologies to ensure the protection of food products from unwanted microbiological activities have been tested, while preserving the characteristics of production (also in terms of local tradition) and using special methods for the isolation of the transformation areas characterized by a reduced or zero environmental impact. This will protect the interest of consumers for the quality of the products, that of society as a whole for the protection of the environment and - at the same time - that of the company for the reduction of costs and waste.

The report aroused a keen interest in the public, which saw representatives of these companies and organizations involved in the SEVEN network and therefore directly involved in the chain of sustainable oenological production.

Project sheet

Project SEVEN/GOV/1

QUANTITATIVE ANALYSIS OF THE COHERENCE OF THE ORGANIZATIONS WORKING WITH THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT

Governance Field - SEVEN/GOV/1

BEGINNING OF THE PROJECT: Starting from November 2009

HEAD PARTNERS: OICCE, Pernod Ricard Italia

DESCRIPTION

The project consists in the development of a system of quantitative assessment to be carried out at regular intervals through the administration and analysis of a questionnaire, which allows to test the closeness of those involved in the SEVEN Group towards the principles of sustainable development. The model includes Governance, Environmental, Social and Economic aspects, in order to give an overall assessment on indicators related to sustainable development. The results promote awareness of the participating organizations concerning these points. A periodic review every two years is foreseen.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: ---

Social advantages: ---

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Related to the potential extension of the network due to the contact with external companies involved in the evaluation of their own closeness to sustainable development

Depth: Related to the diffusion of best practices within the productive chain

Risk reduction: ---

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. Precautionary approach to environmental challenges
- 8. Promotion of environmental responsibility
- 9. Development of environmentally friendly technologies
- 10. Contrast against corruption

ISO 26000 PRINCIPLES OF SOCIAL RESPONSIBILITY

- Accountability
- Transparency
- Ethical behaviour
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/GOV/2

CREATION AND METHOD OF USE OF A COLLECTIVE LABEL

Governance Field - SEVEN/GOV/2

BEGINNING OF THE PROJECT: Decision taken during the OICCE assembly November 2010

HEAD PARTNERS: OICCE, Studio Torta, Edizioni OICCE

DESCRIPTION

The initiative has the aim of creating and regulating the use of a collective label, with the dual purpose of giving a common identity to the group of organizations involved in SEVEN and bring benefits to the same organizations as part of the reputation and appeal to potential customers.

SUSTAINABILITY ANALYSIS

Environmental advantages: Sensitization concerning recycling

Financial advantages: Reduction of the sum of the waste fees

Social advantages: Involvement of the community in relation to a collective problem

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: ---

Depth: Possibility of increasing the value of the products with the label

Risk reduction: Accountability for the stakeholders.

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. Precautionary approach to environmental challenges
- 8. **Promotion of environmental responsibility**
- 9. Development of environmentally friendly technologies
- 10. Contrast against corruption

ISO 26000 PRINCIPLES OF SOCIAL RESPONSIBILITY

- Accountability**
- Transparency**
- Ethical behaviour
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/GOV/3

DRAFTING OF A COLLECTIVE COP ACCEPTED BY THE GLOBAL COMPACT

Governance Field - SEVEN/GOV/3

BEGINNING OF THE PROJECT: Proposed to the Global Compact in September 2010
HEAD PARTNERS: OICCE, Cantina Sociale di Canelli, Pernod Ricard Italia, Cittadinanzattiva

DESCRIPTION

The project aims to design a collective Communication on Progress (COP) for the organizations member of the Global Compact that are part of the Seven Group. The mode in question avoids that the individual organizations have to spend time and energy for the drafting of an individual COP, it allows to highlight the synergies built by the group, it protects individual commitment and responsibility of the organizations. The UN Global Compact Network, met in September 2010, granted a trial period of two years and it has dedicated a resource to follow the initiative.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: Saving of time and resources

Social advantages: Strengthening of collective accountability of the network and of the consumers' trust

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Related to the benefits for companies currently outside the network (in particular SMEs) that are listed in the Global Compact

Depth: Related to the institutionalization of the network and the strengthening of internal links, also through the membership to the Global Compact of the companies belonging to the network that are not yet members

Risk reduction: ---

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. Precautionary approach to environmental challenges
- 8. Promotion of environmental responsibility
- 9. Development of environmentally friendly technologies
- 10. Contrast against corruption

ISO 26000 PRINCIPLES OF SOCIAL RESPONSIBILITY

- Accountability**
- Transparency**
- Ethical behaviour
- Respect for stakeholder interests**
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/GOV/4

«CANELLI DIALOGS». ENCOUNTERS WITH LEADING FIGURES IN THE FIELD OF SUSTAINABLE DEVELOPMENT

Governance Field - SEVEN/GOV/1

BEGINNING OF THE PROJECT: Starting from November 2009

HEAD PARTNERS: Municipality of Canelli, OICCE

DESCRIPTION

The initiative consists in the implementation of annual meetings with worldwide leading figures in the field of sustainable development. The purpose is to promote the adhesion of the organizations of the oenological sector to the principles of sustainable development and increase their knowledge. In November 2010 Patrice Robichon has been the guest of the initiative, reporting on the theme "The sober wine cellar".

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: ---

Social advantages: Spreading of knowledge

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Related to the attractiveness guaranteed by the themes and by the quality of the guests

Depth: Strengthening of the internal relations of the network and dissemination of knowledge including operational knowledge

Risk reduction: ---

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. Precautionary approach to environmental challenges
- 8. **Promotion of environmental responsibility**
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SEVEN

Sostenibilità sociale, ambientale ed Economica in Viticoltura ed ENologi

THE ENVIRONMENTAL PROJECTS

The research of a development modality that is sustainable from an environmental point of view is an absolute necessity and it will be more and more so in the future.

There are unfortunately many signs (global pollution, concentration of CO₂, population growth, resources' availability, productive output of enterprises) that lead us to think that we are very close to the point of non-return.

The situation of the emissions of CO₂ in particular, as it is well known, is representative: in the last few years the global concentration level has continued to grow well over the safety level, even though there are been political decision at a global level.

From this point of view, the responsibility of enterprises is significant and from these there must be a strong commitment towards the environmental sustainability of their businesses.



Environmental sustainability is the ability of preserving in time the environment in which we live and its three main functions: be a direct font of wellness, be a supplier of resources, receive waste.

Within a territorial system environmental sustainability means the ability of promoting the environment as a distinctive element of the territory, guaranteeing at the same time the safeguard and the renovation of natural resources and of the cultural and economic patrimony.

The always growing social pressure to reduce the risks and the environmental impacts tied to the human activities on air, water and soil, represents an important stimulus towards change both for the markets and for technologies.

In this field the enterprises of the oenological and oenomechanic chain have created some work groups aimed at singling out possible interventions for the decrease of emissions and the protection of the environment.

The main projects are aimed at carrying out specific activities aimed towards reducing consumptions; energy saving; improvement of energetic efficiency; substitution of polluting fons with others with a lower impact or with renewable ones; recycling.

In particular, the first analysis for the creation of an experimental phytodepuration system for wine cellars represents an important step forwards for the management of waste waters.

The same importance can be given to the agreement that the Consortium OICCE Energia has signed for the development of renewable energy through the R.E.C.S. system and the elaboration of an energetic check, that permits an effective analysis of the company consumption.



PROMOTION OF RECYCLING

The project called "Promotion of recycling" is an initiative aimed at promoting recycling as an environmental sustainability tool.

Environmental sustainability is the ability of preserving in time the environment and its three main functions: be a direct font of wellness, be a supplier of resources for the existence of living beings, receive their waste. In relation to a territorial system, environmental sustainability acquires the meaning the ability of promoting the environment as a distinctive element of the territory, guaranteeing at the same time the safeguard and the renovation of natural resources and of the cultural and economic patrimony.

The social pressure to reduce the risks and the environmental impacts tied to the human activities is always growing and it represents an important stimulus towards change both for the markets and for technologies. In this field the enterprises of the oenological and oenomechanic chain have created some work groups aimed at singling out possible interventions for the decrease of emissions and the protection of the environment.

The main projects are aimed towards reducing consumptions; energy saving; improvement of energetic efficiency; substitution of polluting fonts with others with a lower impact or with renewable ones; recycling.

In 2010 a workshop called "Recycling in the oenological chain" has been organised (with the collaboration of the Waste Management Office of the Municipality of Canelli and ASP, Public Services Enterprise S.p.A.). The aim was to train the operators of the chain so that they could develop an active approach towards waste management of the oenological and oenomechanic enterprises (discard, underproducts, packaging) in order to respect the environmental legislation and the safeguard of health and hygiene in the work places, with a particular attention towards correct management methodologies.

In particular the waste register, the waste land office, the collection rules, the production control, the collection and the stocking, the administrative management and the disposal have been discussed.

The occasion was also useful to present the theme of the sensitization of waste through recuperation and recycling of the subproducts, as well as the correct management of special waste.

Furthermore, during the Safety and environment Week,



sensitization initiatives concerning recycling have been carried out for citizens but held in the work places.

A reusable cloth bag has also been done, to use for daily purchases.

The advantages tied to the prosecution of the project are connected to the sensitization concerning recycling, the reduction of the sum of the waste fees, the reduction of the garbage taxations, the direct involvement of the community in relation to a collective problem.



REDUCTION OF THE CONCENTRATIONS OF SUSPENDED SOLIDS IN THE WASTE WATERS WITH A DISCONTINUOUS FLOTATION SYSTEM

The flotation is a solid-liquid separation system that consists in accelerating the rising to the surface of solids and oils and fats present in water thanks to very small air bubbles. These bubbles introduced in the fluid stick to the extraneous substances present, taking them to the surface, from where they are then taken away with a continuous cleaning system.

The production of micro bubbles is done saturating with pressured air a percentage of the re-circulated fluid from the end of the system; this flux is reintroduced at atmospheric pressure at the beginning of the system, where there will be the nude creation of bubbles. When the oily substances or the suspensions are present, they compare in emulsified or colloidal form: therefore, the flotation process has to be paired with a flocculation treatment suitable for the breakage of this emulsion.

The flotation permits to obtain products with extremely low suspended solids tenors and, in the oenological industry it is usually used on musts to help the following filtration and fermentation processes. In this case the technique of the flotation permits a good rationalization of the clarification process of the must, determining financial and quality advantages. This technique is in fact faster than the classic clarification systems, with time, energy and adjuvants saving; therefore it obtains very high clarification



yields also in difficult musts.

The obtainable cleanness degree can reach very low values of turbidity.

The project in question consists in the testing of a discontinuous flotation system aimed at reducing the concentration of the suspended solids in waste waters, particularly during the vintage. In fact, the vintage is the time when the presence of the suspended solids in waste waters of wine cellars is the highest and therefore it is the moment in which the reduction of the polluting load is the most important. The first test has been done during the 2010 vintage; the testing will go on during the 2011 vintage.

CREATION OF AN EXPERIMENTAL PHYTODEPURATION SYSTEM

Project SEVEN/AMB/3

The depuration of waste waters of wine cellars is definitely a complex problem and its solution is usually very expensive. One of the most relevant aspects in relation to the depuration of waste waters of a wine cellar derives from the fact that the crushing and winemaking activities is concentrated in a period of time that lasts only a few months.

The activities connected to the vintage determine in general a great variability of the water discharge, in terms of both quantity and organic load. The concentration of the latter in the peak periods can also be ten times more than a civil discharge.

This problem has led to propose in time many technological solutions. One of the methods that is being analysed recently in detail at an international level is phytodepuration.

Phytodepuration can represent an interesting treatment method because, unlike the other depuration methods, is not influenced much by flow or load variations. The plants and microorganisms responsible of the reduction of polluting substan-

ces, in fact, remain active all year, and therefore also in the period of unloading absence.

These types of systems used by wine cellars can highlight some difficulties in the depuration of the entered waste, connected to the input of solid processing waste (residue of leaves, grape skins, seeds and stalks) and the dimensions of the growing bed, that have to be calculated accurately.

Finally it is a system that can offer an efficient solution with relatively limited realization costs and a low energy consumption. It is also a flexible depuration technology under the aspects of climate, water regimen, characteristics and quantities of the introduced waste.

The Project is aimed at testing a phytodepuration system of the waters, in order to verify the experiences of the relevant Australian and New Zealand oenological chains. The SEVEN group is looking for an area where to create an experimental system. The system will have the aim of reducing impairment peaks of the waters that occurring in the vintage period.

A part from the reduction of environmental impact in the vintage period, it is foreseen to reach the aim of a reduction of the cost of the water depuration.





DEVELOPMENT OF SUSTAINABLE ENERGY

From its creation ten years ago, the Consortium OICCE Energia has engaged itself in the promotion of the use of renewable energy.

How to reduce the electricity costs of wine cellars? How to use best the contractual opportunities and the technical methodologies? How does the new electricity purchasing contract work? To answer these and other questions, OICCE will organise in the next year a study moment concerning energy management and energy saving in wine cellars, as has been done in the past. In the meeting the new electricity purchasing contract signed by OICCE Energia will be illustrated, presenting the concrete opportunities in favour of electricity consumers.

The most important aspects for the signing of a supplying contract and the evaluations that have to be done before signing it will also be presented: consumption, the contractual safety threshold, the costs linked to balancing and dispatching, the roles of the consortiums and the purchase groups in relation to the new assets of the energetic market.

The photovoltaic is also a technology that has the advantage of avoiding for co-ops maintenance expenses, in a moment in which the investments in construction are definitely not a priority. The development of renewable energy, furthermore, is also interesting from a marketing point of view. Enterprises and Institutions, for example, include in their communication strategy their involvement in the production of renewable energies, for example through the displays that show the production of electricity in real time.

For the installation of a company photovoltaic system in a wine cellar three conditions are necessary:

- 1) the wine cellar has to follow its normal oenological planning and does not have to use these systems to cover financial deficits;
- 2) it has to own at least 2000 square meters of roof, slightly pending and various other technical criteria necessary for the investment to be advantageous;
- 3) it has to be available to communicate its engagement and promote the operation from marketing point of view.

The project of development of renewable energy is conducted by different participants to the network SEVEN. In some cases, it consisted of the implementation of photovoltaic plants aimed at reducing the impact of the activities in terms of energetic consumption.

The involved bodies have also created, through the Consortium OICCE Energia, a purchasing group for renewable energies.

Thanks to experience of our Consortium for the purchase of electricity and gas, in the collective purchasing contract for 2011 extremely favourable rates for the electricity supply produced from renewable sources certified through the R.E.C.S. (Renewable Energy Certificate System) system or equivalent systems, aimed at incrementing the use of energy derived from non-polluting fonts.

The R.E.C.S. system is an international programme aimed at the promotion, recognition and financial support of the environmental value of electricity produced from renewable energetic fonts through the voluntary sale of certifications (the so-called

R.E.C.S.), disciplined in Italy by the Civil Code.

Through their use the buyer finances electricity produced from renewable fonts, showing its engagement in favour of the environment. In fact, it accepts, in the purchase of energy, a surcharge linked to the fact that it is produced from renewable fonts. It also has the possibility to chose the derivation of the energy, from solar and/or biomasses or other renewable, and the production technologies.

This possibilità is a great opportunity for traders, wholesalers and end users that what to distinguish themselves for the attention given to environmental and social themes.



CREATION AND PROMOTION OF AN ENERGETIC CHECK

Project SEVEN/AMB/5

The project was focused on the elaboration of a check of the energy consumption within a company and in the carrying out of the same check.

The first testing of the method, that has shown its validity and preciseness, has been conducted in 2010 and it has shown the margins of potential reduction of energy consumption. The methodological scheme has been developed by the Engineer Paolo Cavallini within the activities of the Consortium OICCE Energia, that is involved in the purchase of electricity and methane.

The energetic analysis for the enterprises part of the Consortium includes the following steps and documents:

1) Gathering evidence and data relevant to the definition of thermophysical characteristics of buildings and facilities, as well as to quantify the real energy flows. This phase is implemented through direct surveys and through the collection of data and information provided by the enterprise. Thermal graphic methods are also used to detect and quantify the dissipation of heat.

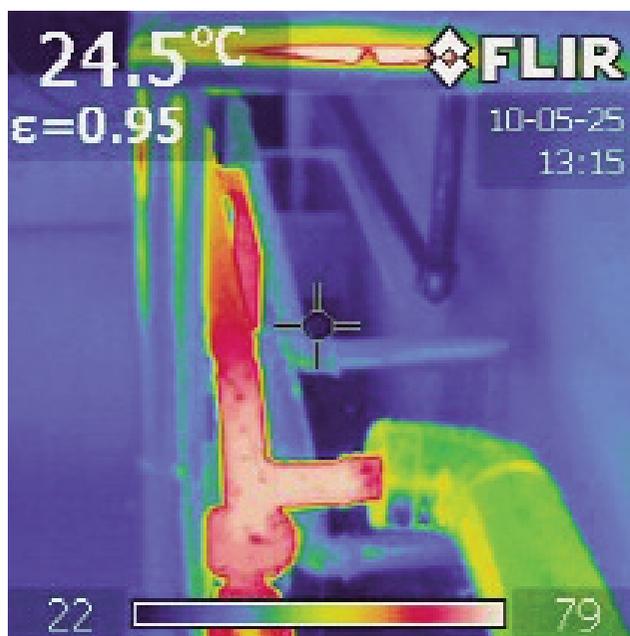
2) Calculation of the theoretical energy demand for winter and summer climatization following the method provided by DM 59/09 and by L.R. 13/07 (UNI TS 11300/2008).

3) Calculation of the theoretical energy requirements for production processes.

4) Preliminary analysis based on the comparison between real data and theoretical data.

5) Preliminary identification of any weaknesses and possible areas for further study, with preliminary identification of some possible interventions and evaluation of technical and economic feasibility of the interventions themselves.

The final report is intended to provide a comprehensive overview of energy flows and related costs, and any deficiencies from the point of view of energy efficiency. It includes a preliminary assessment of feasibility of corrective actions,



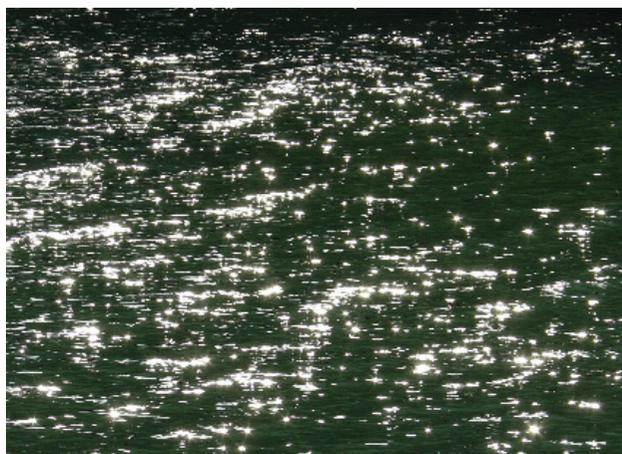
based on factors such as expected energy balance, the investment costs, energy and economic benefits.

The main advantages of conducting an energy check consist in identifying the margins of reduction of the company's energetic impact, in the measurement of results, in reducing energy costs.

Monitoring the impact of energy consumption is also a good practice of energetic sustainability

OPTIMISATION OF THE WATER CYCLE

The water we use in wine cellars within the systems, for adjuvants, hygiene and cleaning is not only a gift of the environment. In order to use the water available in nature, in fact, it is necessary to establish and maintain a complex system that includes collection, treatment, employment, water purification, and finally its return to the natural environment.



The objective of the project "Optimization of the water cycle" is to give members of the oenological network a better understanding concerning the water cycle, in order to encourage a more efficient use of this vital resource.

Within the project, a seminar was organized in 2010 about water management in wine cellars. Regulatory changes, innovations concerning the technical aspects of the use of drinking water in the food industry and the methods to avoid sanitary risks were illustrated, together with the saving prospects and the issues related to waste water in wine cellars.

A work table is also being institutionalized among the members of the productive chain concerning the use of drinking water, with the provision of regular coordination meetings.

The main advantages related to the project are linked to the rationalization of the water cycle, the possibility of agreeing on (given the use optimization) a reduction of the purchasing bills, the protection of drinking water for the benefit of the community.

Project SEVEN/AMB/6



COD REDUCTION IN WASTE WATERS WITH USE OF OZONE

Ozone is the triatomic molecule of oxygen, heavier than air (about 1.5 times) and characterized by a strong oxidizing power. The range of allowed applications in the sanitization field by ozone is large, since ozone dissolves easily in water and is therefore able to produce a stream of ozone-rich water that has a strong disinfectant and sanitizing power, also effective only with the passage on surfaces, floors, machinery, containers and bottles, closed circuits, outlets and drains, or within production lines.

The degradation of ozone, once dissolved in water, produces biatomic oxygen and an atom of radical oxygen extremely reactive, able to destroy resistant organic and unlikely biodegradable molecules. Ozone is therefore mainly used in the following treatments of waste water, and precisely in the following processes:

- Chemical pre-treatment for the reduction of COD (chemical oxygen demand) or for increasing the biodegradability of some special liquids (eg leachate);
- removal of colour, of surfactants and residual COD;
- disinfection of drinking water and wastewater;
- removal of phenols, cyanides, hydrocarbons, organic substances capable of free radical attacks, reducing inorganic substances;
- industrial or agricultural reuse of treated water.

Because of its instability, ozone can not be stored. It is therefore produced before its use via electromechanical equipment known as ozone generators. Ozone is produced investing a stream of pure oxygen or air with a distributed electrical choc.

The project we are dealing with is aimed at evaluating the cost / benefit ratio in economic and environmental terms of an ozonization system for the COD reduction in wastewater. The advantages achieved with the use of ozone can be summarized as follows:

- it has a strong oxidant power;
- it does not produce sludge or concentrates;
- it degrades contaminants, without transferring pollution to other phases;

- it does not cause secondary pollution; in fact once the reaction has occurred ozone degrades to molecular oxygen, leaving no harmful residues;

- it improves the general characteristics of the water and it increases the biodegradability of waste water;

- it does not provide additional salinity to the water that has to be treated;

- the oxygen that is not converted to ozone can be recovered and used in other phases of the depuration treatment;

- after the ozone treatment, the waste water is already disinfected, thus avoiding the use of chlorine compounds and the formation of chlorinated organic sub-products;

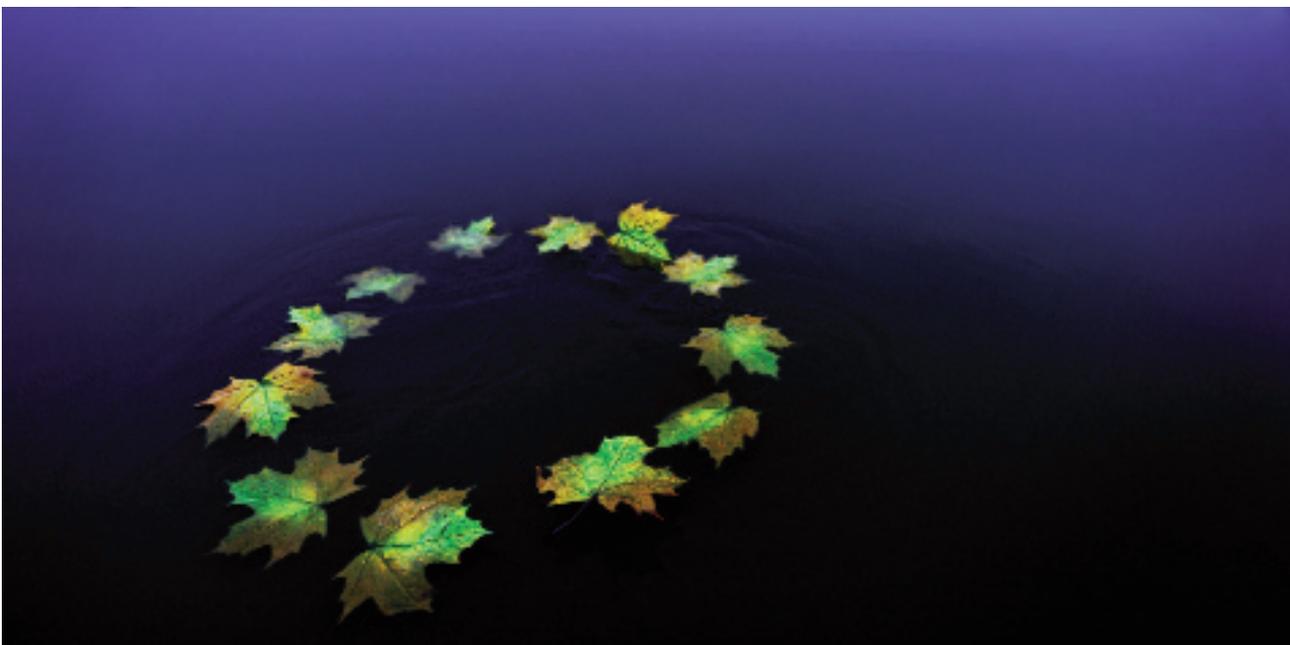
- the strong disinfection and oxygenation prevents corrosion and fermentation with consequent emission of odor, even in case of longer stays;

- it has great dosing flexibility and implementation ease, that minimize the costs of management and operational control.

The experimentation will be conducted on wine cellars' waste water, both during the vintage and not. The project also aims to evaluate the influence of the system on the secondary substances in waste water that can have an impact on the consortium's depurators.

The main benefits derived from the carrying out of the project consist in the reduction of the impact on the ecosystem and on the living organisms in the water; furthermore the use of the system can lead to a reduction of water pricing

The benefits produced by the proper functioning of the system are of course a real interest for companies to join the network. In addition, the sharing of results, through the establishment of a working group among the parties involved, will be able to strengthen mutual ties.



Project sheet

Project SEVEN/AMB/1

PROMOTION OF RECYCLING

Environment Field - SEVEN/AMB/1

BEGINNING OF THE PROJECT: Beginning starting from May 2009

HEAD PARTNERS: Municipality of Canelli

DESCRIPTION

Initiative carried out in collaboration with the Municipality of Canelli.

During the Safety and Environment week sensitization initiatives on recycling have been organised for citizens, but carried out in the work places.

A reusable cloth bag has also been done, to use for purchases.

SUSTAINABILITY ANALYSIS

Environmental advantages: Sensitization concerning recycling

Financial advantages: Reduction of the sum of the waste fees

Social advantages: Involvement of the community in relation to a collective problem

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Connected to the diffusion of the bags and of the emulation of the enacted best practices

Depth: The creation of a visual identity of the initiative reinforces the cohesion of the network

Risk reduction: ---

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. Precautionary approach to environmental challenges
- 8. **Promotion of environmental responsibility**
- 9. Development of environmentally friendly technologie
- 10. Contrast against corruption

ISO 26000 PRINCIPLES OF SOCIAL RESPONSIBILITY

- Accountability
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- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/AMB/2

REDUCTION OF THE CONCENTRATIONS OF SUSPENDED SOLIDS IN THE WASTE WATERS WITH A DISCONTINUOUS FLOTATION SYSTEM

Environment Field - SEVEN/AMB/2

BEGINNING OF THE PROJECT: Conducted in the vintages 2009 and 2010. Ended.
HEAD PARTNERS: Cantina Sociale di Canelli , Pernod Ricard Italia, AEB

DESCRIPTION

The project consisted in the ideation and the testing of a discontinuous flotation system aimed at reducing the concentration of the suspended solids in waste waters. The test was conducted during 2009 by Pernod Ricard Italia and Cantina Sociale di Canelli in collaboration with AEB. The system determined a 15-20% reduction of the suspended solids' concentration.

SUSTAINABILITY ANALYSIS

Environmental advantages: 15-20% reduction of the suspended solids

Financial advantages: ---

Social advantages: ---

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: ---

Depth: ---

Risk reduction: Reduction of the risk of overcoming the laws concerning suspended solids

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. **Precautionary approach to environmental challenges**
- 8. **Promotion of environmental responsibility**
- 9. **Development of environmentally friendly technologie**
- 10. Contrast against corruption

ISO 26000 PRINCIPLES OF SOCIAL RESPONSIBILITY

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- Respect for the rule of law**
- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/AMB/3

OPTIMISATION OF THE WATER CYCLE

Environment Field - SEVEN/AMB/3

BEGINNING OF THE PROJECT: Beginning of the workgroup starting from spring 2009

HEAD PARTNERS: Pernod Ricard Italia , Acque Potabili S.p.A., Municipality of Canelli, Cantina sociale di Canelli, Cantine Coppo

DESCRIPTION

The Project is aimed at optimizing the consumption of drinking water within the productive chain. The tool that is being formalised is a work table among the bodies involved in the chain concerning the consumption of drinking water, with the prevision of periodical coordination meetings.

SUSTAINABILITY ANALYSIS

Environmental advantages: Optimization of the water cycle

Financial advantages: Possibility of agreeing on a reduction of the water bills in relation to the use optimisation

Social advantages: Safeguard of drinking water

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: The formalisation of the work table is the premise to enlarge the network to other enterprises of the territory

Depth: The shared representation of the enterprises favoured by the work table reinforces the cohesion of the network

Risk reduction: Reduction of the environmental and economic risks

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. **Precautionary approach to environmental challenges**
- 8. **Promotion of environmental responsibility**
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- Respect for the rule of law**
- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/AMB/4

CREATION OF AN EXPERIMENTAL PHYTODEPURATION SYSTEM

Environment Field - SEVEN/AMB/4

BEGINNING OF THE PROJECT: creation of the interest group starting from spring 2009

HEAD PARTNERS: Municipality of Canelli, OICCE, CRA-Asti, Department of Agriculture Piemonte Region

DESCRIPTION

The Project is aimed at testing a phytodepuration system of the waters, in order to verify the experiences of the relevant Australian and New Zealand oenological chains. The Municipality of Canelli will sign an agreement with the Ministry of Agriculture for the concession of an area for the creation of the experimental system. The system will have the aim of reducing the impairment peaks of the waters that occur in the vintage period, as a support of the depurator of Canelli.

SUSTAINABILITY ANALYSIS

Environmental advantages: Increase of the quality of waters in the vintage period

Financial advantages: Reduction of the cost of the water depuration

Social advantages: Increase of the quality of water

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: ---

Depth: Reinforcement of the ties with the Municipality of Canelli and the stakeholders of the network

Risk reduction: Reduction of the risks tied to the quality of water

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. Precautionary approach to environmental challenges
- 8. Promotion of environmental responsibility
- 9. Development of environmentally friendly technologie
- 10. Contrast against corruption

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- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/AMB/5

DEVELOPMENT OF SUSTAINABLE ENERGY

Environment Field - SEVEN/AMB/5

BEGINNING OF THE PROJECT: beginning with the Consortium OICCE Energia starting from 1999

HEAD PARTNERS: Municipality of Canelli, Cantina Sociale di Canelli, Robino & Galandrino

DESCRIPTION

The Project, carried out by the Municipality of Canelli, Cantina Sociale di Canelli and Robino & Galandrino, consisted of the implementation of photovoltaic plants aimed at reducing the impact of the activities in terms of energetic consumption. The involved bodies have also created, through the Consortium OICCE Energia, a purchasing group for renewable energies.

SUSTAINABILITY ANALYSIS

Environmental advantages: Reduction of the environmental impact concerning energy consumption

Financial advantages: Reduction of the costs for the purchase of energy and of the sums of consumption

Social advantages: ---

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: The nature of the initiative permits to attract new members to the network

Depth: ---

Risk reduction: Reduction of the energy costs

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. Precautionary approach to environmental challenges
- 8. **Promotion of environmental responsibility**
- 9. Development of environmentally friendly technologies
- 10. Contrast against corruption

ISO 26000 PRINCIPLES OF SOCIAL RESPONSIBILITY

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- Transparency**
- Ethical behaviour
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Project sheet

Project SEVEN/AMB/6

CREATION AND PROMOTION OF AN ENERGETIC CHECK

Environment Field - SEVEN/AMB/6

BEGINNING OF THE PROJECT: carried out in the period 2009-2011. Finished.

HEAD PARTNERS: Consortium OICCE energia, OICCE, Pernod Ricard Italia

DESCRIPTION

The project was focused on the elaboration of a check of the energy consumption within a company and in the carrying out of the same check. The testing of the method, that has shown its validity and preciseness, was conducted in relation to Pernod Ricard Italia and has shown the margins of reduction of energy consumption.

SUSTAINABILITY ANALYSIS

Environmental advantages: Individuation of the margins of the energy impact reduction of the company and measurement of the results

Financial advantages: Reduction of the costs of energy

Social advantages: It is a good energy sustainability practice

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: The partners of the network have the possibility of receiving a reduction of the cost of the check

Depth: The development and the diffusion of the check reinforces the relation with the electricity suppliers

Risk reduction: ---

GLOBAL COMPACT PRINCIPLES

- 1. Promotion and respect of human rights
- 2. Non complicity in human rights abuses
- 3. Promotion of the freedom of association
- 4. Elimination of forced labour
- 5. Effective abolition of child labour
- 6. Elimination of discriminations
- 7. **Precautionary approach to environmental challenges**
- 8. **Promotion of environmental responsibility**
- 9. Development of environmentally friendly technologie
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ISO 26000 PRINCIPLES OF SOCIAL RESPONSIBILITY

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- Respect for human rights