

Project sheet

Project SEVEN/AMB/7

COD REDUCTION IN WASTE WATERS WITH USE OF OZONE

Environment Field - SEVEN/AMB/7

BEGINNING OF THE PROJECT: eginning from the 2010 vintage

HEAD PARTNERS: Cantina Sociale di Canelli, Pernod Ricard Italia

DESCRIPTION

The Project is aimed at evaluating the cost/benefit ratio in economic and environmental terms of a ozonization system for the COD (chemical request of oxygen) reduction in waste waters. The Project is also aimed at evaluating the influence of the system on the secondary substances present in waste waters that can have an incidence on the consortium purifiers.

SUSTAINABILITY ANALYSIS

Environmental advantages: Reduction of the impact on the ecosystem and on the living organism in the waters

Financial advantages: The use of the system can lead to a reduction of the water pricing

Social advantages: ---

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: The advantages determined by the correct functioning of the system are a concrete interest for the enterprises that can lead them to join the network

Depth: A work table among the involved subjects is able to reinforce reciprocal ties

*Risk reduction:*Reduction of the risk of overcoming the legal limit of COD (100 milligrams/litre of discharge of waste water in the superficial waters)

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



Sostenibilità sociale, ambientale ed Economica in Viticoltura ed ENologi

THE ECONOMIC PROJECTS

Economic sustainability can be identified in the ability of an economic system to generate sustainable growth of the economic indicators. In particular, the ability to generate income and labour for the sustenance of populations. Within a territorial system economic sustainability is the ability to produce and maintain within the territory the maximum of the added value combining the resources effectively in order to enhance the specificity of local products and services.

In the province of Asti it is the wine sector, along with the activities linked to it, that has guaranteed for a very long time economic sustainability. The collective effort is to keep this chain alive and vital.

The wine industry in general remains a proactive sector, that generates widespread entrepreneurial interest and economic strength.

The analysis of the general economic and financial trend, however, highlights a delicate economic situation that continuously evolves in the direction of an increasing complexity.

The desire to remain faithful to tradition (despite the economic



downturn), to continue to consider the importance of cooperation, to address the proper attention to customers and consumers, the desire to guarantee high quality products put on the market, are all elements that taken together, provide assurance on the soundness of the oenological chain, on its growth prospects, on its ability to stay on the market.

The commitment towards economic sustainability is therefore fundamental to ensure the durability of a productive chain as the oenological one, with all the benefits that this entails for the enterprises involved and for the territory.



In this context, a network also expresses all its added value. A structure of this type makes it possible to guarantee the economic feasibility of projects and the reduction of costs and risks, with benefits for all organizations involved.

The four projects implemented by the SEVEN Group in the economic field are characterized by this type of cooperation. They aim to enhance the traceability of the bottles, creating knowledge for the optimization of investment, increase the sustainability of bottling technologies. In particular, the analysis of the immaterial value of products may represent an important milestone for the development of the oenological chain as a whole.





TRACEABILITY SYSTEM OF THE SINGLE BOTTLE

This project foresees the participation of Edizioni OICCE to a temporary association of enterprises – that also includes among others the participation of the University of Turin - created to elaborate an identification system that enables to reach the aim of tracing the single produced and sold bottle. In particular, the role of the network is to follow the elaboration and the enactment of a marketing plan aimed at promoting the system.



The term traceability means all of the methods and systems that the enterprise must have, in accordance with legislative requirements, to retrace from the single raw material used to produce a lot of production all the destinations where the lot has been shipped.

The rules for the application of traceability are many and range from the use of paper-based systems to that of semi-computer systems until it reaches the use of fully integrated systems. The most advanced method is to assign a unique number to each pallet, combined with a bar code; this number contains all the information relating to the production lots. At a time when a given pallet is sent, the corresponding number, that contains all information about the lots (SSCC), is transmitted through a computer to the receiving deposit.

All the produced and shipped pallets become part of a database that associates the production data to the shipment data.



From a technological point of view, with the acquisition of data through the barcode readers, the logistics traceability management can be used both incoming and outgoing and it can be extended to all stages of manufacturing and bottling, although there is still a complicated aspect in its application to incoming goods: this is the transcoding of the codes of external suppliers to internal corporate codes. In the past, moreover, the logistics traceability systems were not linked to the management systems. Since several years, however, the modern applications are able to communicate with traceability softwares, so the logistics operations and stock accounts can be automated using the barcode reader.

Especially in Italy, in the beverage sector, standards concerning traceability have become popular, both within the company (internal traceability) and outside (chain traceability). Recently, the standards UNI 10939 and 11020 have been replaced by ISO 22005, published in July 2007. The benefits arising from the application of this standard include:

- compliance with mandatory legislation;



- improvement of the effectiveness of procedures for the withdrawal or recall of the product;
- precise location of semi-finished raw materials, packaging and non-conforming lots;
- more evidence of predefined characteristics of product (eg, origin of a product or an ingredient).

A strategic sector such as the food industry has found a specific international reference in the standard ISO 22000:2005, published in Italian in April 2006. Standard ISO 22000:2005 is a standard applied on a voluntary basis by food business operators. The key elements of the standard are as follows:

- internal and external communication in terms of interactivity along the supply chain;
- a business management system;
- a strong control on the processes;
- HACCP methodology with particular reference to the analysis of hazards;
- the program of structural and operational prerequisites for managing threats to hygienic safety through preventive measures of reduction and risk control.

AESTHETIC JUDGEMENT ON THE WINE CELLAR STRUCTURES

Project SEVEN/ECO/2

The architecture of wine cellars is a topic of great relevance: not by chance the 2011 Congress of the OIV (to be held in Portugal, in the famous city of Porto) has invited international experts to discuss the theme "The construction of wine. A symbiosis of knowledge and art." A novelty of this Congress is the creation of a space for reflection and discussion on specific architectural spaces, the close relationship between the wine trade and urban development, the relations between the two banks of the Douro river in Porto, the organization of the wine industry, the new architecture of wine cellars and the development of wine tourism. The general theme of "building" will be declined in several sub-themes: the construction of wine, the buildings for wine, the construction of the cities of wine, building wine markets.

The production process affects the structure of the wine cellar on the basis of two fundamental variables, which are still connected to the basic objectives of the cellar, that is the target market. The two variables are:



- the volumes that must flow through the company (as the capacity of the tanks, lines, etc.), which define the size of the company;

- the phases of the production process that takes place in the cellar, which define the internal areas, distinguished on the basis of the technical facts that happen in them (the whole process of processing and bottling can occur on the same site, or only some of the phases occur in same structure).

The years since 1980 are very important in the evolution of wine-making facilities. According to a trend that has spread in America, the wine cellar is more and more interpreted as an instrument of attraction directed to an external recipient. The new American vision insists that "a wine cellar can bring about a good tourist business and therefore must be designed so as to be attractive and safe for visitors." In fact, in those years in the U.S. tourist visits to oenological warehouses become fashionable. To this trend of opening to the outside, special hosting facilities are added to the wine cellar as the Foresterie (Guest houses), or walkways are added to the premises that allow visitors a



closer look at the spectacle of wine production, or again the wine cellar is set in the heart of rural houses (agriturismi).

Based on this new concept of the wine cellar the oenological structures are enriched with other values and become an important tool of communication, becoming a fundamental part of the corporate image of the producers. Through new structures or renovations specific messages are communicated.

Taking into account this evolution, the project entitled "Aesthetic judgement on the wine cellar structures" was given the goal of elaborating an objective system to provide an aesthetic evaluation of the wine cellars. The system will be based on the use of charts designed to provide a weighted assessment of a series of structural parameters, in order to be able to compare among different structures of wine cellar in generally objective terms, highlighting strengths and weaknesses. The goal is also to highlight the advantage of the search for coherence with the territory and the link between functionality and aesthetics.



ANALYSIS OF THE IMMATERIAL VALUE OF A BOTTLE

In addition to the state of the product (material aspect), the value consists of an immaterial aspect which is the image. The image of a bottle of wine, for example, is given both by the corporate image of the producer and by the image of all the products similar to what the consumer has chosen. The total value of a bottle, then, depends on the value of the materials it is made of and at the same time on the value brought by the image of the wine that it contains.

Also the corporate image of the producer is a composite element: in fact, it covers all the factual issues (cleanliness, style, geographic location, the ownership of the means of production and vineyards, the legal status, etc.), but it also depends on the information available to the consumer and on the effect of communication, advertising or not. One must consider also that (as for many other products) also for wine the level of service is an essential tool for conferring value.

From this point of view we see a further "dematerialization" of the product, since the customer purchases also aspects unrelated to the physicality of the product, such as the rapidity of responsiveness to the order, delivery punctuality, the limitation of the constraints imposed on customers (order size, type of transportation, etc. ...), the required supplementary service (such as problems related to waste disposal). These elements, intangible but very important for the creation of customer satisfaction, are components of the value of the product, therefore they enter fully into the domain of Quality management.

However, despite the fact that the intangible elements of value are essential to the wines, the interest of the Italian oenological sector interest for their formal analysis ultimately remains limited. A symptomatic element is given by the non-extensive knowledge of how to defend the brands and by the lack of interest for their protection, factors that have led to a limited use of these instruments of protection of intellectual property.

In view of these considerations, the project that we are writing about has set itself the goal of developing a research on the immaterial value of wine in order to identify the constituent factors and



the most effective tools to make it calculable. The initiative will be connected to a conference organized by OICCE to be held in June 2011.

A next step will be to conduct the calculation of the immaterial value of wine with the tools developed in the first research. The measurability of the value of wine given by the identified factors will make it possible to fine tune the marketing tools in order to achieve the highest value.

The main advantages of the project are related to the inclusion of marketing among the objects of the activities of the organizations involved in the network and the increased communication and understanding between producers and "promoters" of wine products. There is also a reduced risk of wasting investments and of unwittingly making pejorative product innovations.



PLANNING OF A SUSTAINABLE BOTTLING LINE

In the past, studies and technologies on bottling lines were mainly aimed at achieving purely quantitative objectives. The main aspects considered were the performance and efficiency of the line, while in second place were the aspects related to the quality of the product and to the effectiveness of capping. The packaging, from a technical point of view of labelling and putting into cartons, was not considered a critical point for the quality of the finished product.

In recent years, however, in addition to the quantitative aspects - which are still essential - the quality aspects have become increasingly important, where quality means not only respect and preservation over time of the organoleptic characteristics of the product, but also the overall satisfaction of all stakeholders of the producer. From this point of view, the bottling of a wine or of an alcoholic beverage must take into account the interests of different groups of stakeholders, among which the most important are the customers and consumers, the staff, the management, the owners of the company. Anyhow also the stakeholders who represent the external environment and civil society are becoming increasingly important. All these stakeholders express legitimate interests that must be provided by a quality bottling.

Underlying this approach there is the concept of sustainability, intended also in an economic sense. Economic sustainability can be identified in the ability of a system to generate a durable sustainable growth of the economic indicators. In particular, the ability to generate income and labour for the sustenance of populations. Within a territorial system economic sustainability is the ability to produce and maintain within the territory the maximum of the added value combining the resources effectively in order to enhance the specificity of local products and services. In the province of Asti it is precisely the wine sector (and the activities linked to it) to have provided for a very long time economic sustainability. The collective effort is to keep this chain alive and vital.

The wine industry remains a proactive sector, that generates widespread entrepreneurial interest and economic strength.

The analysis of the general economic and financial trend, however, highlights a delicate economic situation that continuously evolves in the direction of an increasing complexity.

The desire to remain faithful to tradition (despite the economic downturn), to continue to consider the importance of cooperation, to address the proper attention to customers and consumers, the desire to guarantee high quality products put on the market, are all elements



that taken together, provide assurance on the soundness of the oenological chain, on its growth prospects, on its ability to stay on the market.

Therefore, modern bottling lines need to be able to provide high yields and have a high efficiency, but they also must constantly take account of factors related to social and environmental sustainability, which are increasingly important. Here are some:

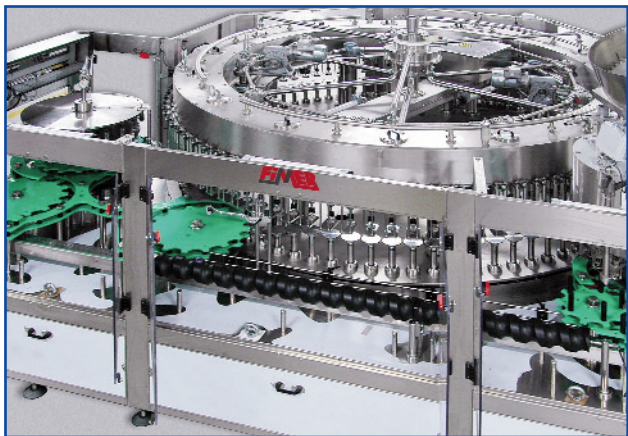
- Ergonomics: the small number of operators on the machines is a cornerstone both in the design, and in the management of the production line. Operators must work in optimal conditions, safely, without lifting weights or doing repetitive work, with minimum distances.

- Efficiency: a line is much more efficient as all stages of processing, as well as those directly related to filling, capping and packaging, are fast. In particular, a bottling line should foresee efficiency in the format change, flexibility in the adaptation to new packaging, low cost in the technical development of new packaging, ease and effectiveness in the cleaning and sanitizing operations.

- Cleanliness: the modern technologies combine together with the production lines washing and automatic sanitizing systems (CIP), which consent on the one hand extremely fast operations, and on the other (being completely automatic) they reduce the risk of inadvertent contamination with the sanitation products and they ensure high standards of hygiene.

- Energy efficiency: the electrical and electronic components must be designed in order to optimize energy consumption.

From what has been said above, within the network, there has been the idea of designing a bottling line that meets the criteria of sustainability, involving the companies that make up the production chain of the line itself. The design of the line will pass through the establishment of a working group that will analyze the needs of all stakeholders (such as the buying company, users, end consumers of the product, the environment). The main advantages will consist in the reduction of environmental impacts related to the production and use, the economic sustainability for producers and buyers, in the safety for operators on the line and in a better quality of the product for consumers.



Project sheet

Project SEVEN/ECO/1

TRACEABILITY SYSTEM OF THE SINGLE BOTTLE

Economy Field - SEVEN/ECO/1

BEGINNING OF THE PROJECT: Starting from 2011

HEAD PARTNERS: Edizioni OICCE

DESCRIPTION

The Project foresees the participation of Edizioni OICCE to a temporary association of enterprises created to elaborate an identification system that enables to reach the aim of tracing the single produced and sold bottle. In particular, the role of OICCE Edizioni is to follow the elaboration and the enactment of a marketing plan aimed at promoting the system.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: ---

Social advantages: It increases the information for the consumer

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Significant, in relation to the use of the system within the production chain and not only within the single enterprise

Depth: Significant, in relation to the use of the system within the production chain and not only within the single enterprise

Risk reduction: Reduction of the risks for the consumer. Reduction of the financial risks for the enterprises: the system guarantees the traceability has the effect of reducing the individuation costs of the products

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**
- 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/ECO/2

PLANNING OF A SUSTAINABLE BOTTLING LINE

Economy Field - SEVEN/ECO/2

BEGINNING OF THE PROJECT: 2011-2012

HEAD PARTNERS: Robino & Galandrino, FIMER, AROL

DESCRIPTION

The Project has the aim of developing a bottling line able to respond to the sustainability criteria, involving the enterprises that are part of the productive chain of the bottling line itself. The planning of the line will be done through the creation of a work table that will analyse all the needs of the stakeholders (buying enterprise, users, product consumers, environment).

SUSTAINABILITY ANALYSIS

Environmental advantages: Reduction of environmental impacts linked to production and use

Financial advantages: Financial sustainability for producers and buyers

Social advantages: Safety for the workers on the line, better quality of the product for the consumers

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Through the involvement of the enterprises that represent all the production phases of the bottling line

Depth: Linked to the creation of the work table for a joint planning and creation

Risk reduction: In environmental, financial, safety, quality terms

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

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Project sheet

Project SEVEN/ECO/3 ANALYSIS OF THE IMMATERIAL VALUE OF A BOTTLE

Economy Field - SEVEN/ECO/3

BEGINNING OF THE PROJECT: Starting from 2011

HEAD PARTNERS: OICCE , University of Turin

DESCRIPTION

The Project will consist of the elaboration of a research on the immaterial value of wine, in order to single out its constituting factors and the most effective tools to make it calculable. The initiative will be connected to an event, on the theme of the immaterial value of bottles. The following phase foreseen in the Project will consist of conducting the calculation of the immaterial value of wine with the tools elaborated in the first research.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: The measurability of the value of wine conferred by the singled out factors will permit to calibrate the marketing tools

Social advantages: ---

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: They are tied to the insertion of marketing among the objects of the activities of the organisations involved in the network

Depth: They are tied to a more extended communication and comprehension between producers and "promoters" of the wine products

Risk reduction: Reduction of the risk of wasting investments, reduction of the risk of determining unaware pejorative innovations to the products

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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- 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/ECO/4 AESTHETIC JUDGEMENT OF THE WINE CELLARS' STRUCTURES

Economy Field - SEVEN/ECO/4

BEGINNING OF THE PROJECT: Starting from 2011

HEAD PARTNERS: OICCE

DESCRIPTION

The Project has the aim of creating an objective system to give an aesthetic judgement of the wine cellars. The system is based on the use of sheets aimed at giving a ponderated evaluation of a series of structural parameters, in order to compare different structures of wine cellars in mainly objective terms, highlighting strong and weak points. The aim is also to highlight the advantage of the research of a coherence with the territory and of the link between functionality and aesthetics.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: Stronger attraction for the clients, promotion of structural investments

Social advantages: Answer to the clients' expectations

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Linked to the potential enlargement of the network due to the contact with enterprises interested in the aesthetic evaluation of wine cellars

Depth: ---

Risk reduction: Reduction of the risks of the ineffectiveness of structural investments

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
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| Sostenibilità sociale, ambientale ed Economica in Viticoltura ed ENologi

THE SOCIAL PROJECTS

Social sustainability is in essence the ability to ensure conditions of wellbeing for all. In wellbeing naturally all aspects of safety, health, education are included, aspects that must be distributed fairly, regardless of class, ethnicity or gender. Social sustainability also includes many other concepts such as fairness and mutual trust, participation in decision making, cultural identity and institutional stability.

Within a territorial system, there are many actors involved at the same time in social sustainability and that intervene together, effectively, according to the same concept, for collective improvement. These interventions can be encouraged by an active consultation among the various institutional, entrepreneurial, social levels.

The management of a territory and its social development



through a high degree of cooperation and interaction (on the level of decision making and carrying out) among institutions, business entities and civil society is what we might call the "governance" of social sustainability.

The concept of "governance", in fact, when used in the political field indicates an innovative way of government of the territory, different from the model that focuses on the decisions of public administrations and that that is usually defined with the term "government".

Companies that are rooted in a territory, and that often derive from that same territory the workforce employed in their activities, are socially responsible when they contribute actively to the governance of the territory itself and to the development of society.

Sustainable development promotes the preservation and the growth of society, it stimulates its cohesion and positive interdependence. It aims at the development of the cultural life, as well as at the increase of factors always considered important, like education, health or professional training.

The oenological world, deeply embedded in social reality, can not be separated from being involved in the implementation of the principles of sustainability, that is essential to ensure its future.

For this reason, the SEVEN group has inserted in the program for example a series of projects that regard the promotion of the cultural territory, the tasting of the products and the preparation of aromatic plant extracts, and at the same time an ambitious project on the production of Moscato without the use of sulphur dioxide, and of course the production and diffusion of documentaries that speak about the land and sustainability.



SAFETY AND ENVIRONMENT WEEK

It is well known: Italy still lacks a true culture of safety. Companies certainly have made many steps in the right direction with regard to personal protection, the technique has advanced considerably and risks have been reduced proportionately. But it happens still too often that people, at home, at work, on the street, put themselves voluntarily in a position of danger. Sometimes it happens also, unfortunately, that the risks are turned into reality and materialize in incidents that affect the health or take away people's lives.

Therefore, to reduce the risk of accidents decisively, in addition to the development of the techniques, it is increasingly necessary to spread a real safety culture.

Hence the idea of dedicating one week to courses, trainings, events concerning this crucial issue. In fact, many speak about the culture of safety: associations, institutions, media. The organization of a week dedicated to the subject has the intention of verifying practically the functioning of the means of action and to disseminate effectively the good practices.

The " Safety and Environment Week", organized every year in May, therefore, consists in the organization of events, in the production of publications and in general in carrying out activi-

ties to raise awareness about the issue of respect of safety and environment in the workplace.

During the "Week" the companies of the oenological and oenomechanic sectors that participate to the initiative organize within their own premises training courses, practical tests, information moments about the issue of safety in the workplace, in accordance with the Legislative Decree n. 81/2008, and in particular training courses concerning the use of fire-fighting tools, fire prevention, the contents of the emergency and evacuation plan, evacuation drills, testing of emergency signals, staff training.

Thanks to many members of OICCE, and first of all to Fabio Zucchi (Sicurconsul), it has been possible to realize a very large event in terms of resources and involvement of people. The organizations involved in 2010 have included the Municipality of Canelli and OICCE (leader), Arione Vini, AROL, ASL Asti, Bersano Cav. Dario, Bosca-Cora, Cantina Coppo, Cantina Michele Chiarlo, Cantina Sociale di Canelli, Provincial Command of the Fire Department, Compagnia Carabinieri di Canelli, CONPART, Department of Labour of Asti, ENOS Euro, ENOS, Espert s.c.r.l., Euro Beta, FIMER, Gaviglio Giuseppe, INAIL Asti, MAS Pack, Menabreaz Ivaldi, Pernod-Ricard Italia, P.G. s.n.c., Robino & Galandrino, S.T.S., Sicurconsul, Sirio Aliberti, SO.VI.PI. In 2010 the initiative has also involved the primary school "GB Giuliani " of Canelli, the middle school "C. Gancia" of Canelli and the Public Art School " Jona Ottolenghi " of Acqui Terme.

The extensive collective involvement of the enterprises, as well as of the institutions, is certainly a very important aspect of the initiative.

As you can see from the list, there have been several companies that have actively participated: among these the largest companies of Canelli were present, but also smaller companies that, proving to be equally far-sighted, felt that the core principles of labour safety are an important element to develop.

The Safety Week is therefore also a moment to prove that the oenological chain as a whole is more active and can achieve more ambitious goals than the mere sum of the individual companies. In addition to the meaning in itself, the "Week" is therefore a concrete example, easily declinable in everyday life, that can be used in a practical way to design and carry out other similar events.

The purpose of the initiative, the contents and results obtained from the activities prepared by the individual companies were presented at a workshop OICCE, to which local authorities and control bodies were invited. Furthermore, the authorization, that came from New York, to use the logo of the United Nations - Global Compact for the Safety Week has determined everybody's great satisfaction.



REALIZATION OF A DOCUMENTARY FOR THE STAKEHOLDERS

Project SEVEN/SOC/2

The SEVEN network is active in the three areas that are known as the "pillars of sustainability": the environmental, economic and social sectors. The project we are talking about, implemented with the aim of designing and producing a documentary for the stakeholders, has been inspired by the concepts of sustainable development and the contents of the Global Compact, the "global pact" to promote corporate social responsibility designed in 1999 by Kofi Annan, then UN Secretary General.

The project consisted in the production of a documentary in multiple languages and of an illustrated volume, aimed at the presentation to the stakeholders of the sustainable development of the local oenological chain and its involvement in the implementation of the Global Compact principles. The documentary, titled "The gold of the hills: Canelli Moscato and sustainable development" (L'oro delle colline: il Moscato di Canelli e lo sviluppo sostenibile), was made possible thanks to the Cantina Sociale di Canelli and it has involved numerous companies of the network, where many movies and photos were taken. The live footage of the production activities were carried out at AROL, Alplast, Bosca-Cora, Enosis Meraviglia, FIMER, Robino & Galandrino, Sirio Aliberti.

The movie was presented in 2010 at major national and international events: the 33rd World Congress of the International Organization of Vine and Wine, in Tbilisi (June), the Shanghai World Expo (August), the meeting with the Global Compact Network in New York (September), the meeting of the Italian network of the Global Compact, held in Milan (October), the appointment of the initiative "Canelli Dialogs" in 2010 in Canelli (November). The projection held in Milan on 27th October 2010, during the meeting of the Italian network of the Global Compact was of particular importance for the Italian commitment to sustainability and corporate social responsibility: in this occasion the activities of SEVEN were described in detail and the innovative approach of the chain towards sustainable development was highlighted.

The illustrated volume that accompanies the documentary is for the time being in three languages: Italian, English, Chinese. The photos made for the publication of the volume have been the subject of a photographic exhibition held at the Expo in Shanghai. The copies of the volume and of the documentary will be sent to all companies of the network with a covering letter outlining the



genesis and development of the Project.

The main benefits of the Project are related to the promotion of the respect for the environment intended in the strict sense and in the broad sense, as defined by UNESCO, the creation of a presentation of international scope for the companies mentioned in the documentary and in the volume, the creation of a benchmark for the entrusting of the stakeholders of the chain.

PRESENTATION OF RESPONSIBLE DRINKING IN HIGH SCHOOLS

Drinking with moderation, paying attention to the quality of what you drink and accompanying wine with good food are the main features of the style of Italian eating. This style of eating, properly interpreted, leads to an enhancement of a wine consumption characterized by moderation and attention to the type, the variety, the combinations and the quality of the product, making it one of the pieces of the sustainable development of the Italian oenological chain.



The oenological chain cannot therefore not feel involved by the need to spread a culture of responsible drinking. In particular, this spread of a moderate, responsible approach to drinking becomes important towards a target as sensitive as that of the young. The wine is in fact a modern vehicle of quality of life, emotions and sociability; it's a food not to abuse, but that must not be given up: you must focus on communicating the fact that consumption should be critical and responsible.

It is in this logic that the project that aims at presenting the main aspects of responsible drinking in high schools is inserted. The initiative is coordinated by the municipality of Canelli, in collaboration with the Carabinieri Corps, and it has the ambition to make a concrete contribution to the formation of a responsible drinking culture among high school students, those young people that are the most sensitive concerning this issue. During 2010, two series of presentations were carried out, which involved the students in their last year of high school.

Project SEVEN/SOC/3

CREATION OF SHEETS ON SAFETY WITH EXAMPLES OF REAL CASES

Project SEVEN/SOC/4

In the workplace, also in Italy, the culture of safety is still not widespread, both in companies and outside. Many of the accidents that happen (too often) in our country, be they light, serious and even fatal, are caused by lightness, carelessness, carelessness of the safety rules, or are linked to the lack of use of individual or collective means of protection. All these considerations are well known, they are discussed about frequently, but there is never enough done to make you pay more attention to the real risks that may arise in the wine cellar.

From the statistics, in fact, it is shown that most accidents in the workplace can be defined as "behavioral": this finding highlights the importance of the investment done by businesses and public institutions in education, information and in all those activities that allow to prevent the occurrence of a condition of risk.

Assuming that the example can be much more useful than theoretical explanations, a project has been then conceived with the aim of raising awareness about the safety conditions by presenting and explaining real cases, chosen within international specialized database.

Sometimes, however, the simple description of cases may not be sufficiently clear. A worker who is in a situation that is potentially at risk will remember more easily a graphical representation (a drawing, a poster, a comic book) rather than a procedure or a written recommendation. For this reason it was decided to involve the students of an art school, asking them to make drawings that explain in a visual and immediate form concrete cases of accidents at work.



The Project, that is being carried out in collaboration with the Public Art School "Jona Ottolenghi" of Acqui Terme, will have the concrete result of producing a collection of illustrated sheets based on real facts concerning the theme of labor safety. The sheets, produced with the involvement of all the students, will be accompanied by a brief and clear comment by an expert on workplace safety. The initiative is based on a test that has already been done with a positive outcome.

The professor Giancarlo Ferraris, painter, illustrator, graphic, with a profound and long sharing of the world of wine and oenology, will be the supervisor of the graphic realizations.

Giancarlo Ferraris is an artist who expresses a fertile creative imagination in paintings, engravings, watercolours, graphic works. He was a pupil of the master Mario Calandri and since 1970 his works have been exhibited in solo and group exhibitions. His name appears on the most quoted journals of image. His activities in the oenological field are many: he illustrates publications and promotional campaigns, he creates posters, he collaborates with organizations and oenological consortiums, he designs labels characterized by a very particular style.

The essential purpose of the project is therefore to produce documents that involve also in an emotional way, but not limited to mere recommendations, aiming to strike and to involve more strongly the workers of the oenological sector by adopting an unusual point of view.

With the completion of this project, it is also intended to carry out a very important further operation: to bring students to the concept of risk in the workplace and make them understand the extreme importance of prevention, also intended as the development of a new vision of labour that could contribute to change the approach usually adopted. At the same time, it also aimed at raising public awareness against one of the most dramatic, sometimes absurd, problem of our society.

The main positive effects expected of a practical nature, is essentially centered on the behavior of workers, which will be effectively sensitized to the risks present in the workplace of the oenological chain.

CREATION OF A MARKETING CO-OPERATIVE

The initiative has the aim of creating a co-operative made up of young people that come from University courses, specifically interested in oenological marketing, in order to guarantee a useful service for oenological enterprises and for the market in general, at fair and sustainable economic and labor conditions. The project, conducted with the partnership of Confcooperative, has led to the constitution in 2010 of the S.c.a.r.l. Agriment Italia.

The expected benefits are the achievement of marketing services at fair prices for the network and the market, and access to fair working conditions for the young members of the Co-operative.

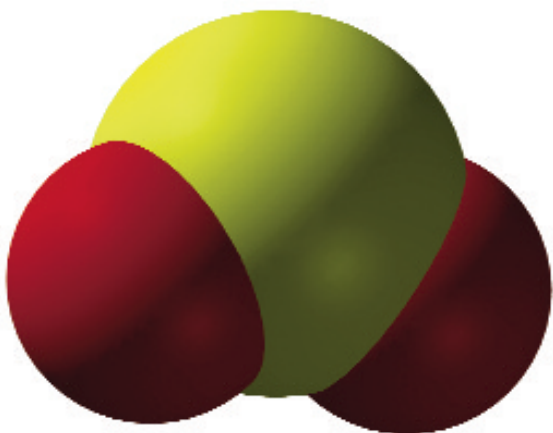


Project SEVEN/SOC/5

PRODUCTION OF MOSCATO WITHOUT SULPHUR DIOXIDE

Project SEVEN/SOC/6

Sulphur dioxide is present in wine in two forms: free and combined. From their sum the total amount of sulphur is given. The free fraction is oenologically more important as the main responsible of the antiseptic and antioxidant function, the combined one is attached primarily to the aldehydes present in wine, and can be considered as a sort of reserve of free sulphur dioxide, which tends to decrease over time.



Thus, the sulphur dioxide is used on the one hand to prevent or slow the growth of harmful microorganisms (lactic and acetic bacteria, contaminant yeasts), on the other to prevent the oxidation of polyphenols and flavourings, reacting rapidly with the oxygen that enters in contact with the must or wine, since it is a compound that oxidizes more rapidly.

In both cases, the active fraction is essentially the molecular one, which is present with a concentration below 1 mg / L also in wines that contain 50-100 mg / L of total sulphur.

The legislation, which recently ordered to report on the label the words "Contains Sulphites" or equivalents, has alerted consumers and producers about the presence of this preservative. In reality, however, the mere presence of this wording does not allow consumers to choose wines with a lower sulphur content, as it is imposed by law both for the wines that contain 11 mg / L of SO₂, and for those that contain 210 mg / L.

There is no doubt however that the use of this wording has determined a greater attention concerning SO₂, and there are now several producers who have reduced or eliminated the use of sulphur dioxide in wine production, through the development of different methods.

The project "Production of Moscato without sulphur dioxide", produced by a group coordinated by the Cantina Sociale di Canelli, consists in the implementation of a system of production of Moscato, that does not use sulphur dioxide. The method, already successfully tested, reduces the environmental and health impact of the production of Moscato.

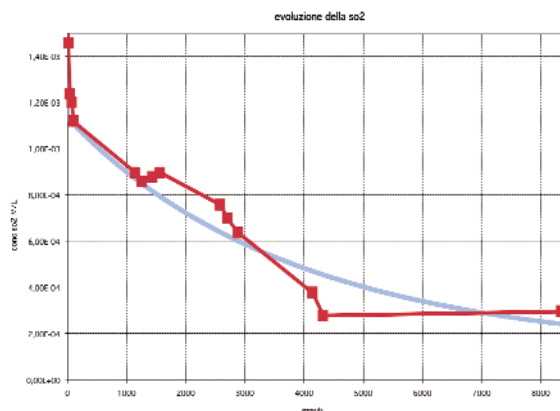
Potential impacts for the oenological chain are of two types: on the one hand there are those related to the creation

of a new chain for the sale of natural Moscato without SO₂, on the other those related to the sale of the technologies for its production.

In the project, in fact, the use of techniques of maceration and fermentation able to reduce the need for sulphur dioxide, the analysis of production issues, storage and bottling in a modified atmosphere are addressed. One of the most important areas of analysis is the analysis and development of the filling technology. All this for a product, Moscato d'Asti, whose content in terpenes, which constitutes the typical aroma, has to be safeguarded to the maximum.

La Cantina Sociale di Canelli is one of the leaders in the production of Moscato d'Asti. This project will consolidate its international reference market and it will help to seek a new position among the producers of high quality wines. Today, in fact, 17% of Italian consumers prefers to buy environmentally friendly, organic or sustainable development products. The realization of this initiative will allow the Cantina Sociale di Canelli to broaden its customer base to a range of clients available to purchase sustainable products.

We also know that the ecological and health aspects are in vogue abroad, in countries like Germany, the United Kingdom and Northern Europe in general. This new product can therefore contribute to the commercial development towards this area of market. In addition, other nations with a high interest towards aspects of sustainable development may be directly involved in a further phase of the project.



Beside the direct commercial aspects, the project determines sure advantages both for the potential reduction of sulphur dioxide emissions in the wine cellar's waste water (which reduces proportionately the risk of damage to the water treatment plants with activated sludge) and for the reduction of the health risk related to the assumption of sulphur dioxide - as required by the World Health Organization, which has quantified the ADI (Acceptable Daily Intake) in 0.7 mg of SO₂ per kg of body weight daily.

SENSORIAL RING TEST FOR TASTING PANEL

Project SEVEN/SOC/7

Sensorial analysis is a scientific discipline that can measure, analyze and interpret the characteristics of a product, food and not, that can be perceived through the senses. Sensorial analysis is also a tool that allows you to gather and organize a variety of information on the product to facilitate the communication between the productive sector and the commercial one, between the wine cellar and its customers, between the wine experts and the consumers. It also allows you to define the value of a wine, according to its factual description.

In order to provide reliable and statistically significant results, sensorial analysis, however, requires that the "measuring tool" used (the assessor) is well trained and regularly assessed.

If all this is feasible with relative ease by big groups of tasters and connected to several leading producers, in the case of smaller groups or part of small productive realities there can be some problems of training, self-assessment and therefore of the validity of the final data.

The project "Ring Test sensory tasting panel" therefore has the aim of giving an answer to the needs of the wine cellars that have small groups of tasters. Since the statistical significance of a tasting panel is given by the fact that it is made up of more than 10 tasters, the initiative foresees the creation of a protocol aimed at confronting the results of the small tasting groups (those normally present in wine cellars, and consist of three five-tasters) in order to deduct objective and scientifically founded results. The Project, that is about to enter a 6-months operative test phase, also has the aim of producing an evaluation test of the adequacy of each taster, in order to orientate its training. The panels that participate to the test phase are 6. As for all the SEVEN project is free and the project is open to all the OICCE Members.

The ring test is therefore a tool that allows companies to achieve the following objectives:

- Performance evaluation of the internal panel both as a whole and concerning the individual tasters;
- Alignment of the internal panel with the panel of other businesses, to ensure compliance with a quality protocol for the benefit of consumers;
- Reduction of quality risks related to the tasters' training;
- Simplification of the tasters' evaluation procedures for compa-



nies with a certified quality system.

The member panels, supported by a Technical Secretariat and a Coordinator, will receive a series of solutions at least three times a year, in January, May and September. Upon receipt of samples and the relevant data sheets, the panels will have 7 days to do the tasting session and proceed to send the results to the Technical Secretariat. The results will then be processed by the Coordinator.

Segreteria Tecnica. I risultati saranno poi elaborati dal Coordinatore.

PREPARATION OF NATURAL EXTRACTS OF AROMATIC PLANTS

The most important area for the production of aromatised wines and vermouth is Piedmont, where there are larger companies and many small producers, that produce handmade and traditional aromatised wines: among them Barolo chinato, Barbera chinato, Moscato Vermouth. The aromatised wines of Piedmont are also largely subject to export, diversified and characterized by complex dynamics, related to the history of the individual companies.



Interesting markets are France, Russia and Eastern Europe. Good markets are the United Kingdom, USA and Germany. Argentina and Brazil are importing small volumes, even if the productions are mostly local. Small quantities are also exported to Australia and the Far East.

For the production of high-quality vermouth the use of herbal extracts with constant characteristics is essential, produced with safe methods and from a guaranteed supply chain. In particular, for the Moscato-based vermouth, the quality of the extracts is essential for the quality of the finished product.

The project entitled "Preparation of natural extracts of aromatic plants" will be conducted in collaboration with the University of Turin. The experimentation is aimed at creating a new extraction system of the officinal herbs necessary for the production of vermouth. The system has different advantages: it reduces energy consumption, environmental impact and at the same time it is more affordable compared to the traditional ones.

The producers of Vermouth and aromatised wines use plant extracts for their products. The availability of a new domestic production would maintain high quality assurance, optimizing the process and reducing production and logistic costs.

Project SEVEN/SOC/8

PROMOTION OF THE CULTURAL TERRITORY

There is no sustainable economic development without a parallel cultural development. The concept of sustainability, which combines the economic, social and environmental-territorial fields, therefore cannot be separated from an effort to promote and defend the cultural environment, just like what must be done for the other environmental aspects of the territory.

For this reason, in many occasions we can see that the corporate social responsibility goes beyond the simple corporate sponsorship, which often follows interests related to marketing and the image of the sponsoring company. In Italy a deep interest is developing concerning this subject.

The basic concept is that the activities of cultural promotion that are developed in areas such as cities or regions are an important element for the growth of tourism and for the development of the economic aspects related to them. It is important to highlight that these activities and the cultural events related to them tend to have an identity outside the territory, and therefore it is appropriate that these events are planned and developed in a consistent manner, and activating operational synergies as much as possible.

Greater the consistency and more significant the synergies, the more likely it is to maintain and develop a truly sustainable future. A coherent project, is also more easily perceived by all the stakeholders, and therefore it allows a greater collective involvement.

The sharing of activities carried out by different social actors, the coordination of actions which only apparently distant, but in fact united by sharing the same cultural space, bring benefits to all the partners. This will help with the construction of a local cultural system, especially in areas such as Piedmont, full of individuality and originality.

The search for a link among various forms of expression, the

collaboration among local resources and the building of links between culture, art and economy are important to obtain these results.

One of the activities planned to connect the culture network with the oenological sector is the one implemented between Cantina Sociale di Canelli and Teatro Regio in Turin for the celebration of a unique opportunity.

The occasion is really special, to be celebrated properly. The Teatro Regio of Turin in 2010 was 270 years old: it was inaugurated on December 26th, 1740. For this reason, Thursday, 30th December and Friday, December 31st, 2010, a double concert celebrated the end of the year and the prestigious anniversary.

On the podium of the Orchestra of the Teatro Regio on Austrian maestro Christoph Campestrini led a lively and exciting program that has spanned two centuries and two continents. It began with a symbolic work, the famous Ninth Symphony by Antonin Dvorak, universally known as Symphony "From the New World". This symphony seems to really point out how a "new course" of the oenological chain has now started in grand style, with a toast that suggests congratulations and happiness.

A prestigious anniversary, in fact, had as its protagonist a prestigious wine. On the anniversary of the founding of the Teatro Regio the Cantina Sociale di Canelli offered to the public, during the interval, a toast with a special Classic Method sparkling wine: the "Cuvée del Regio", a sparkling wine made in limited edition just for the occasion.

This celebration, which opens an original collaboration between the Opera and the world of wine, represents the first stage of a multiyear project that will see the coordination and synergy of the two subjects in a number of events in Italy and abroad.



Project sheet

Project SEVEN/SOC/1

SAFETY AND ENVIRONMENT WEEK

Society Field - SEVEN/SOC/1

BEGINNING OF THE PROJECT: 2007

HEAD PARTNERS: Municipality of Canelli, OICCE, Pernod Ricard Italia

DESCRIPTION

The initiative, organized annually in the month of May, consists in the organization of events, in the production of publications and in general in the carrying out of sensitization activities concerning the respect of safety and environment in the workplaces. During the Week the enterprises of the oenological and oenomechanic sectors that have joined the initiative organize within their structures training courses, practical tests, information moments concerning the theme of safety in the workplace, and especially training courses on the use of the antifire tools, on the prevention of fire, on the contents of the emergency and evacuation plan. In 2010 the initiative has involved also the primary school "G.B. Giuliani" of Canelli, the first degree secondary school "C. Gancia" of Canelli and the Public Art School "Jona Ottolenghi" of Acqui Terme

SUSTAINABILITY ANALYSIS

Environmental advantages: Promotion of environmental responsibility of enterprises and individuals

Financial advantages: Organizational synergies

Social advantages: Reinforcement of the relation between the enterprises and the territory; involvement of students

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Linked to the active participation to the initiative of the enterprises and the bodies external to the network

Depth: ---

Risk reduction: Risks concerning labour safety

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/SOC/2 REALIZATION OF A DOCUMENTARY FOR THE STAKEHOLDERS

Society Field - SEVEN/SOC/2

BEGINNING OF THE PROJECT: March 2010

HEAD PARTNERS: Cantina Sociale di Canelli, Edizioni OICCE, MEIBI

DESCRIPTION

The Project consisted in the production of a documentary and an illustrated volume, aimed at presenting the sustainable development of the local oenological chain and its involvement in the implementation of the Global Compact principles to the stakeholders. The documentary, titled «The gold of the hills: Canelli Moscato and sustainable development», has been produced thanks to the Cantina Sociale di Canelli and it has involved many enterprises of the network, where many pictures and films have been taken. The illustrated volume that goes together with the documentary has been printed in 3 languages (Italian, English and Chinese). At the moment the subtitling and the print is being done in Japanese and Korean. The photos taken for the volume have also been the object of an exhibition at the Expo of Shanghai.

SUSTAINABILITY ANALYSIS

Environmental advantages: Promotion of the protection of the environment intended in the strict sense and in a broad sense, as defined by the UNESCO

Financial advantages: International presentation for the Cantina Sociale and the enterprises named in the documentary and in the volume

Social advantages: Creation of a reference point for the entrusting of the stakeholders

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: The initiative permits to “photograph” the network, to reinforce its cohesion and to promote the participation of new subjects

Depth: ---

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/SOC/3

PRESENTATION OF RESPONSIBLE DRINKING IN HIGH SCHOOLS

Society Field - SEVEN/SOC/3

BEGINNING OF THE PROJECT: Beginning starting from 2009
HEAD PARTNERS: Municipality of Canelli, Carabinieri Corps

DESCRIPTION

The Project, carried out by the Municipality of Canelli in collaboration with the Carabinieri Corps and the high schools, has the aim of giving a contribution to the diffusion of the culture of responsible drinking among the students of high schools, the youngest subjects that are the most sensitive in relation to this delicate theme.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: ---

Social advantages: Diffusion of the culture of responsible drinking in relation to a target sensitive towards the theme

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Linked to the involvement of enterprises members of the network and not in initiatives for the diffusion of drinking responsibility

Depth: ---

Risk reduction: Linked to the indirect responsibility derived from the use of the product by the consumers

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**
- 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/SOC/4

CREATION OF SHEETS ON SAFETY WITH EXAMPLES OF REAL CASES

Society Field - SEVEN/SOC/4

BEGINNING OF THE PROJECT: March 2011

HEAD PARTNERS: Pernod Ricard Italia, Public Art School "Jona Ottolenghi", SPRESAL

DESCRIPTION

The Project, that is being carried out in collaboration with the Public Art School "Jona Ottolenghi" of Acqui Terme, has the aim of producing a collection of illustrated sheets based on real facts concerning the theme of labor safety. The sheets, produced with the involvement of all the students, will be accompanied by a brief and clear comment. The initiative is based on a test that has already been done with a positive outcome.

The professor Giancarlo Ferraris, painter, illustrator, graphic, with a profound and long sharing of the world of wine and oenology, will be the supervisor of the graphic realizations.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: ---

Social advantages: Involvement of students not part of study courses aimed at industry; operational effects of the workers' behavior

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Linked to the possibility of spreading the use of the sheets also outside the network

Depth: ---

Risk reduction: Reduction of the risks linked to labor safety

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/SOC/5

CREATION OF A MARKETING CO-OPERATIVE

Society Field - SEVEN/SOC/5

BEGINNING OF THE PROJECT: 2010
HEAD PARTNERS: Agriment Italia

DESCRIPTION

The initiative has the aim of creating a co-operative made up of young people that come from Marketing University courses, in order to guarantee a useful service for the enterprises involved in the SEVEN Project and in the market in general, at fair and sustainable economic and labor conditions. The project, conducted with the partnership of Confcooperative, has led to the constitution in 2010 of the S.c.a.r.l. Agriment Italia.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: Marketing services at fair prices for the network and the market

Social advantages: Access to labor in fair conditions for the young people of the co-operative

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Linked to the entrance of the Co-operative in the network and the contact of the co-op itself with clients outside the network

Depth: Linked to the vicinity of the co-operative to the clients internal to the network that guarantees the possibility of knowing in depth the needs of the client enterprises

Risk reduction: Reduction of the social risk for the workers of the co-operative

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
- 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/SOC/6

PRODUCTION OF MOSCATO WITHOUT SULPHUR DIOXIDE

Society Field - SEVEN/SOC/6

BEGINNING OF THE PROJECT: Started with the 2010 vintage
HEAD PARTNERS: Cantina Sociale di Canelli

DESCRIPTION

The Project, carried out by the Cantina Sociale di Canelli, consists in the production of moscato without the use of sulphur dioxide. The method, already tested with a positive outcome, permits to reduce the environmental and sanitary impact of the production of moscato. The launch of the product is foreseen for March 2011.

SUSTAINABILITY ANALYSIS

Environmental advantages: Reduction of sulphur dioxide in waste waters

Financial advantages: Commercial impact of the launch of the moscato produced without sulphur dioxide

Social advantages: Reduction of the sanitary risk linked to sulphur dioxide as requested by the World Health Organization

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: ---

Depth: Linked to the strong relation between suppliers and clients in relation to the use of gases in oenology

Risk reduction: Reduction of the environmental and sanitary 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
- 9. **Development of environmentally friendly technologie**
- 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/SOC/7

SENSORIAL RING TEST FOR TASTING PANEL

Society Field - SEVEN/SOC/7

BEGINNING OF THE PROJECT: 2010

HEAD PARTNERS: Pernod Ricard Italia, Turin University

DESCRIPTION

The Project has the aim of giving an answer to the needs of the wine cellars that have small groups of tasters. Since the statistical significance of a tasting panel is given by the fact that it is made up of not less than 11 tasters, the initiative foresees the creation of a protocol aimed at confronting the results of the small tasting groups in order to deduct objective and scientifically founded results. The Project has entered the operative test phase, it also has the aim of producing an evaluation test of the adequacy of each taster, in order to orientate its training.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: Affordable system to obtain validation results of the panel.

Social advantages: The respect of a quality protocol is guaranteed in favour of the final consumers.

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Tied to the utility of the tool for the wine cellars, that permits to enlarge the network to wine cellars that at the moment are not part of it

Depth: Reinforcement of the internal ties in the productive chain

Risk reduction: Reduction of the quality risks connected to the training of the tasters

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/SOC/8

CREATION OF A CONTINUOUS EXTRACTION SYSTEM WITH ULTRASOUNDS

Society Field - SEVEN/SOC/8

BEGINNING OF THE PROJECT: Started with the 2010 vintage
HEAD PARTNERS: Martin Bauer, Turin University

DESCRIPTION

The project is conducted by Martin Bauer and the Pharmaceutical Faculty of the Turin University. The experimentation is aimed at creating an extraction system of the officinal herbs necessary for the production of vermouth with the use of ultrasounds. The system has different advantages: it reduces energy consumption, environmental impact and at the same time it is more affordable compared to the traditional ones.

SUSTAINABILITY ANALYSIS

Environmental advantages: Reduction of energy consumption and Improvement of the environmental sustainability of waste waters

Financial advantages: Affordability of the system compared to other existent methods

Social advantages: ---

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: Linked to the involvement in the network of Martin Bauer and Turin University

Depth: Linked to reinforcing the ties among the enterprises that use the method for the production of vermouth

Risk reduction: Reduction of environmental 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
- 9. Development of environmentally friendly technologie
- 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/SOC/9

PROMOTION OF THE CULTURAL TERRITORY

Society Field - SEVEN/SOC/9

BEGINNING OF THE PROJECT: 2010

HEAD PARTNERS: OICCE, Cantina Sociale di Canelli

DESCRIPTION

The aim is promoting the territory linking wine to the complex cultural background that is around it: art, music, artistic prints. A series of events will be held in September 2011 connected to this theme.

SUSTAINABILITY ANALYSIS

Environmental advantages: ---

Financial advantages: Promotion and sensitization concerning wine

Social advantages: Highlighting and grown awareness of the cultural background

ANALYSIS OF THE POTENTIAL BENEFITS FOR THE NETWORK

Amplitude: New contacts in different fields

Depth: ---

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



Cantina Sociale di Canelli srl - Via L. Bosca, 30 - 14053 Canelli
Tel. +39.0141.823347 - Fax. +39.0141.831828 - E-mail: info@cantinacanelli.it
Internet: www.cantinacanelli.it



Edizioni OICCE - Via Corrado del Monferrato, 9 - 14053 Canelli
Tel. +39.0141.822607 - Fax. +39.0141.829314 - E-mail: info@oicce.it
Internet: www.oicce.it

