



## *The Bourgogne wine industry publishes its first report into Sustainable Development*

Mars 2016

“Far from starting from nothing, a raft of initiatives show that we are already some way down the road and the wheels are in motion. The task we face may seem colossal, but on reading this report, we should congratulate ourselves on how we have collectively embraced this issue,” said Michel Baldassini, President of the Sustainable Development Commission of the Bourgogne Wine Board (BIVB). The Bourgogne wine region has been quietly working on this subject for more than five years now. It has turned constraints into strengths in order to initiate a collective approach that is gradually driving the Bourgogne wine region towards its ambitious aim of becoming a global reference in terms of great wines produced through a sustainable approach.



### A global approach based on the power of working together

One of the strengths of the Bourgogne wine region is its sustainability. It has been around for almost 2,000 years, living through different eras and different crises, and has always been able to adapt accordingly. The constraints it faces - which are part of its personality, too - mainly involve the way in which the region is divided into so many different plots operated by such a huge diversity of businesses. Indeed, this relatively tiny region comprises some 4,000 estates, négoce, and cooperatives. Sustainable Development in the Bourgogne wine region is all about adapting to this great heritage and adopting an approach that suits everyone involved.

The Bourgogne wine region has chosen to tackle the three elements of Sustainable Development head on. These include **the environment**, of course, but also **the local economy**, and **local society**. This approach involves seven key thrusts that have been developed into an action plan along with industry stakeholders. The Bourgogne Wine Board (BIVB) is driving this key issue, which featured back in 2011 in the Bourgogne Amplitude 2015 plan, and is further underscored in our new Bourgogne 2020 strategy. However, the Bourgogne wine region’s strategy for Sustainable Development is deliberately being seen as an issue to be dealt with collectively.



Indeed, the Bourgogne wine region was a pioneer in terms of recycling waste water. Through many projects, the first of which were launched back in the early 2000s, more than 90% of waste water from the region's wineries is now recycled. Biodiversity is also a key issue for the region. Since it signed up to a European program on the relationship between biodiversity and winegrowing landscapes, the Bourgogne wine region has enjoyed a better understanding of the flora and fauna to be found among the vines, and is now taking care to protect it,

mainly through landscaping strategies involving walls, hedges, and woodland).

In terms of the economy, there is an equally huge amount of work being done. This includes the development of practical tools to help professionals, such as those to evaluate production costs for technical winegrowing approaches and to help new winemakers evaluate the profitability of different business structures.

The Bourgogne wine region would be nothing without the men and women at the heart of these strategies. Their jobs cannot be outsourced, and they bring a unique understanding and expertise, and are thus a highly qualified workforce. To respond to this, the region is focusing on training, both on a one-off and an ongoing basis, as well as investing in cutting edge research facilities. These are just some examples among the multitude of projects currently underway that are presented in this 72-page report entitled "Sustainable Development in the Bourgogne Wine Region" (in French only), the first of its kind.

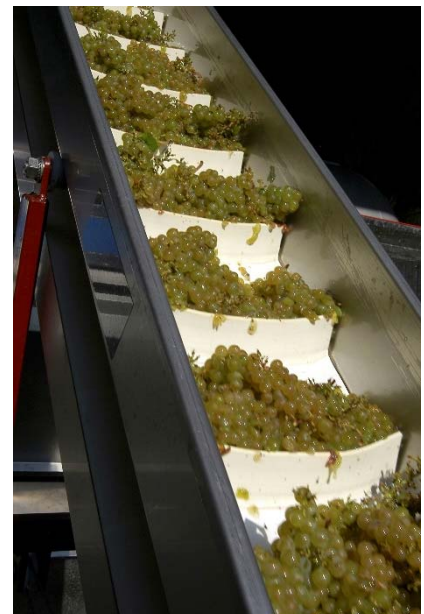
## An educational tool to help adopt the strategy

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It was high time to draw up a preliminary report and to highlight the industry's commitment. "This report provides a snapshot. Above all, it offers a reality check on all the factors and people involved. [...] It includes technical, economic, and social elements. It covers all the activities involved in the production, distribution, circulation, and consumption of Bourgogne wines," explains Claude Chevalier, President of the BIVB.

Aimed at all stakeholders, and the general public, this report enables a better understanding of the overall strategy, and allows us to evaluate the commitment of everyone involved.

It also serves to remind the Bourgogne wine region's winemakers, cooperatives, and *négociants* that their work is valuable and every little helps.





## The next step: Growing the movement

This report also lays the foundations for the Bourgogne wine region's second Sustainable Development Seminar, which will be organized by the BIVB in a few months. Stakeholders will come together to establish what has been accomplished so far, and to reflect on future priorities and projects, and how to encourage the industry to get involved even more.

Sustainable Development is a key part of the Bourgogne 2020 plan which was adopted in December 2015. The situation is changing fast, on a territorial, national, and societal level, and time is running out, as Claude Chevalier underlines: "Tomorrow will be less about the relevance of our actions to encourage sustainable development, and more about adopting them within the context of a planetary approach."

**"Sustainable Development in the Bourgogne Wine Region"**, a 72-page report in French.  
Download it from [www.vins-bourgogne.fr](http://www.vins-bourgogne.fr), « Nos vignerons, nos savoir-faire/ Développement durable » (in French only)  
A printed copy (printed using vegetable inks, and FSC 60% recycled paper, printed by an Imprim'Vert printer), can be ordered from the BIVB: [eve.gueydon@bivb.com](mailto:eve.gueydon@bivb.com)



**Contact :**

**Cécile Mathiaud** - Press Manager

Tel. +33 (0)3 80 25 95 76 – Mobile: +33 (0)6 08 56 85 56 - [cecile.mathiaud@bivb.com](mailto:cecile.mathiaud@bivb.com)



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