

V I G N E R O N S   E T   M A I S O N S



CLIMATE CHANGE:  
A RESPONSIBLE AND COMMITTED  
REGION

PRESS PACK – NOVEMBER 2015

<http://www.champagne.fr/presse/cop21>

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## EDITORIAL

### Planning ahead

PASCAL FÉRAT and JEAN-MARIE BARILLÈRE  
Comité Champagne Co-Presidents

At a time when the whole world is setting out its stall to make combating climate change a priority, the Champagne winegrowers and houses are aware of their responsibility towards future generations and the role that we have to play in conserving our environment. Champagne is first and foremost about passing on our heritage.

We pass on know-how and a stunning and unique wine-growing region which is now included on UNESCO's World Heritage list. The Champagne growers and houses have been endeavouring to promote this heritage and pass it on to future generations for several decades.

Global warming is not an abstract threat in the region; it is a fact. We are adapting our wine-growing methods to this change. Champagne region is taking action and is innovating to reduce its carbon footprint.

In 2003, we were the first wine-growing region in the world to conduct a carbon footprint assessment. The resulting carbon plan has enabled us to reduce the emissions generated by each bottle of Champagne by 15%. Our shared goal for 2050 is a four-fold reduction.

Above and beyond the benefits for the climate and the environment, our innovations are also part of the Champagne Region's efforts to invest in a circular economy and the bioeconomy. These transformations also meet the expectations of our consumers worldwide, as they are receptive to our environmentally responsible approach.

Consequently, we are intending to get involved in the climate debate by sharing the solutions that we apply in our wine-growing region.

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# THE CHALLENGE POSED BY CLIMATE CHANGE IN CHAMPAGNE

Global warming is a fact. The AOC Champagne production area has been able to plan ahead in response to this situation and cut its CO2 emissions.

## CLIMATE CHANGE IS HAPPENING IN CHAMPAGNE

The global average temperature has increased by 0.8°C since pre-industrial times. The impact of this rise is already perceptible in the Champagne Region and is in fact positive for wine quality (earlier grape harvests, optimal grape maturity and great vintages occurring more frequently). These beneficial effects may well continue if global warming is limited to a 2°C rise. However, the Champagne Region is now exploring ideas that would enable the inherent characteristics of its wines to be preserved in less optimistic climate change scenarios.

## A PIONEERING APPROACH

The Champagne Region started to actively focus on climate change in 2003. Champagne was the first wine-growing region in the world to carry out a carbon footprint assessment. This was an opportunity to accurately assess its carbon footprint and identify the main sources of emissions.

## 2013 CARBON FOOTPRINT ASSESSMENT MAIN SOURCES OF EMISSIONS

The carbon footprint was reduced by 7% between 2003 and 2013.

WINE-GROWING AND PRODUCTION (fuel, frost protection products, non-energy related emissions (clearing, vineyard soils, refrigerants)): 15% - 20%

TRANSPORT (pre and post-wine production transport, employee, professional and visitor travel): 25% - 30%

PURCHASES AND DEPRECIATION (supplies and services, packaging, sub-products, effluents, equipment, buildings, IT systems): >50%

### Detailed sources:

Freight: 10%

Travel: 18%

Waste: 1%

Sub-product distillation: 4%

Fixed assets: 9%

Supplies: 9%

Packing and packaging: 33%

Non-energy emissions: 4%

Wine energy: 5%

Vine energy: 7%

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# CHAMPAGNE: MOVING TOWARDS CARBON-FREE WINE-GROWING

In 2003, the Comité Champagne equipped itself with an ambitious climate plan and is aiming to cut its emissions by 75% by 2050. The first results are clear to see: the CO2 emissions generated by each bottle of Champagne have been cut by 15% in 10 years (2003-2013).

## 1 VINES AND WINE

### ENCOURAGE PEOPLE TO IMPLEMENT SUSTAINABLE WINE-GROWING METHODS

Reduce energy consumption

Cut supplies needed

Develop and support wine growers' eco-initiatives.

Roll out a biomass plan.

## 2 TRANSPORT AND TRAVEL

### PUT FORWARD CLEANER TRANSPORT SOLUTIONS

Reduce the impact of freight and travel

Favour clean transport methods when transporting bottles.

## 3 BUILDINGS

### IMPROVE BUILDING ENERGY EFFICIENCY

Improve buildings' thermal quality.

Develop renewable energies.

Promote sustainable construction.

## 4 RESPONSIBLE PROCUREMENT OF GOODS AND SERVICES

### OPT FOR LOW CARBON FOOTPRINT GOODS & SERVICES

Control the impact of bottles and packaging.

Opt for supplies from agricultural resources.

## 5 ACTIVE INVOLVEMENT

### CONTRIBUTE TO OUR COLLECTIVE COMMITMENT

Include each stakeholder in the Champagne's carbon footprint assessment.

Help professionals to assess their businesses and develop their own action plans.

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## SPOTLIGHT ON REDUCING BOTTLE WEIGHT

Following five years of experimentation, in 2010 the Champagne region lightened each bottle to limit the impact of packaging and transport-related CO2 emissions.

### **BOTTLE WEIGHT**

From 900g – 835g: A 65g reduction  
This cuts the bottle's weight by 7%

**THIS IS AN EMISSIONS REDUCTION OF 8,000 TONNES OF CO2 A YEAR**  
Equates to taking 4,000 vehicles off the road.

**CHAMPAGNE PACKAGING** is a major source of emissions and accounts for 1/3 OF THE CHAMPAGNE'S EMISSIONS

### **A SUCCESSFULLY ACCOMPLISHED TECHNOLOGICAL CHALLENGE**

To create a new version that reduces weight while maintaining the performance, safety and character of the bottle historically used in the region.

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## SPOTLIGHT ON THE CIRCULAR ECONOMY

The Champagne Region's ambition is to disconnect value creation from the flows of materials and energy which tend to underpin it.

The Comité Champagne has therefore worked with its regional partners to set up an industrial ecology programme which is similar to the almost cyclical way in which natural ecosystems work.

**120,000 TONNES OF VINE WOOD PER YEAR** (vine shoots) and just as many wine-growing sub-products (pomaces, must and lees).

**75% OF VINE WOOD IS GROUND INTO THE SOILS.**

It enriches the soil with humus and is a natural fertilizer.

**25% IS BURNED**

Recovering energy from the wood in this way equates to a potential of 0.5 tonnes of oil equivalent per hectare.

**90% OF WASTE** is also sorted and recycled or used to recover energy.

**100% OF WINE-GROWING SUB-PRODUCTS** are used by industry (fuel and industrial alcohol), cosmetics, healthcare and the agro-food sector.

The Champagne Region is also focusing on supplies and is seeking to replace fossil fuel based supplies with bio-sourced supplies coming from the agricultural resources produced in the region. All of these initiatives help to reduce the Champagne's carbon footprint and stimulate the local socio-economic fabric.

MAISON ET MAISON



## SPOTLIGHT ON WATER AND BIODIVERSITY: SYNERGY WITH THE CARBON PLAN

The Champagne Region wants to implement an all-encompassing strategy in order to prevent problems spilling over from one part of the environment to another. A water plan and a biodiversity plan supplement and positively interact with the carbon plan.

### **CUTTING VINE PROTECTION PRODUCT AND FERTILISER USE BY 50% IN 15 YEARS**

**CLOSE TO 50% of the products applied in the region are authorized for use IN ORGANIC FARMING.**

### **VINEYARD COVER PLANTING: A THREE-FOLD INCREASE IN THE AREA COVERED IN A DECADE**

**OVER 95% OF THE EDGES OF THE GROWING PLOTS NOW HAVE NATURAL GRASS COVER.**

**CHAMPAGNE IS THE FIRST FRENCH REGION** to have developed the biological sexual confusion technique enabling the use of classic insecticide treatments to be almost eliminated (15,000 hectares are protected by this method, i.e. close to 45% of the total area of the AOC growing region).

**BIODIVERSITY INVENTORIES** are regularly conducted to assess the positive impact of changes to practices and developments to the vineyards:

FLORA - 365 herbaceous and shrub species identified.

SOIL HEALTH - 1t of earthworms per hectare

INSECTS - 596 morpho-species detected, including 70 species that are helpful to vines.

BIRDS - 55 species

The simultaneous implementation of these action plans yields plenty of environmental co-benefits. For example, reducing the use of products helps preserve water resources, improves biodiversity in the vineyards and helps to reduce carbon emissions (unused supplies are not manufactured, packaged, transported and applied, and do not generate waste).

Cutting the wine-growing region's water, biodiversity and carbon footprints reduces the Champagne's overall footprint.

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# THE CARBON PLAN IN FACTS AND FIGURES

**A 50% REDUCTION IN SUPPLIES IN 15 YEARS**

**CARBON FOOTPRINT: -15% per bottle BETWEEN 2003 AND 2013**

**100% OF WINE EFFLUENTS TREATED**

**WASTE: 100% OF SUB-PRODUCTS AND 90% OF WASTE RECOVERED**

**COVER PLANTING AS STANDARD ON THE EDGE OF GROWING PLOTS, VINEYARD COVER CROPPING: THREE-FOLD INCREASE IN THE AREA COVERED**

**ACTIVE INVOLVEMENT: 100% OF WINE GROWERS AND HOUSES INVOLVED IN A CONTINUOUS IMPROVEMENT DYNAMIC**

**GOAL: -75% CARBON EMISSIONS BY 2050**

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## A REGION COMMITTED TO SUSTAINABLE WINE-GROWING

Since the 1980s, the Champagne Region has been proactively committed to preserving the growing area and protecting the environment while maintaining the quality level expected of Champagne AOC wines.

### PASSING ON OUR HERITAGE TO FUTURE GENERATIONS

The Champagne Region has always actively protected the appellation and growing area in order to successfully pass them on to future generations.

This idea of 'passing on our heritage' is part of the region's DNA and is reflected in the Champagne Slopes, Houses and Cellars being included on UNESCO's World Heritage List.

### ADVOCATING ENERGY-EFFICIENT AND SUSTAINABLE WINE-GROWING

The region is taking action in order to create and share value, while limiting the environmental impact of Champagne, preserving the growing region and being involved in combating climate change. Consequently, the region has opted for energy-efficient wine-growing that takes care of resources and biodiversity.

Various research programmes were launched to identify new practices that would preserve the growing area and protect the environment.

These initiatives enable the Champagne Region not only to prepare for changes to law and regulations but also to set ambitious goals in order to alleviate its environmental impact.

### 35 YEARS OF ACTIVE INVOLVEMENT

1980: The first work was done on treating wine-growing effluents

1990: The Viti 2000 agro-ecology programme.

2004-2005: The water plan, biodiversity plan and carbon plan were implemented.

2014: The Viticulture Durable en Champagne certification was created.

### THE ACTIVE INVOLVEMENT OF THE ENTIRE CHAMPAGNE PROFESSIONNALS

Environmental protection initiatives are meaningless if they are not backed by everyone, with this particularly being the case in Champagne where the 16,000 wine growers and 320 houses work interdependently.

The Champagne Region is involving all its stakeholders in a collective quest to continuously improve practices (management and assessment tools are made available to the houses and growers). This unique process is at the root of the Champagne's environmental performance.

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## CHAMPAGNE GROWERS AND HOUSES STATEMENTS

*"I take decisions on a day-to-day basis in order to reduce my business' carbon footprint."*

**CÉDRIC MOUSSÉ, WINE GROWER IN CUISLES**

*I conducted my carbon footprint assessment a few years ago with the support of the Comité Champagne. The assessment has guided my thought process: I take decisions on a day-to-day basis in order to reduce my business' carbon footprint.*

*We can be economically and environmentally effective if we do things simply and pragmatically. Eco-driving means that I use very little fuel and cuts CO2 emissions, fitting solar panels to the buildings has led to a drop in energy consumption and a saving of €10,000 compared with using roof tiles, while reducing the amount of chemicals used to treat vines has cut the usage of herbicides and insecticides, while also reducing the cost of buying supplies.*

*"We have plumped for a process of continuous improvement"*

**FÉLIX BOCQUET, MOËT HENNESSY CHAMPAGNE AND SERVICES ENVIRONMENTAL MANAGER**

*The major impact of packaging and other businesses was a big surprise. They were followed in the ranking by transport, the third biggest source of greenhouse gases.*

*Following the assessment, we put in place initiatives in several areas. For instance, logistics have been optimized: trucks are more efficiently filled and maritime transport (92% of freight) has been preferred to air transport (only 0.1% of freight).*

*As for packaging, the continuous improvement initiative enables us to increase on a yearly basis the degree of eco-design in our 250 product developments: weight and volume reduction, FSC or PEFC certification for all paper and cardboard, recyclability and opting for renewable resources.*

*"30% of wine-growing areas hold Champagne Sustainable Wine-Growing certification"*

**SÉBASTIEN MONCUIT, CHAMPAGNE MAILLY GRAND CRU CELLAR MASTER**

*Our co-operative is keen to develop and support sustainable wine-growing projects spanning the entire production chain; projects offering environmental, economic and qualitative benefits, such as reducing energy consumption, lighter packaging, and prioritizing local suppliers in our procurement policy.*

*At the present time, 30% of wine-growing areas hold Champagne Sustainable Wine-Growing certification. Our target is 50% in 2016 and, in the long term we want to get 80% certified and 100% of wine growers involved."*

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