



STRONGER TOGETHER

CORPORATE SOCIAL RESPONSIBILITY
IN THE CHAMPAGNE INDUSTRY

IMPACT REPORT

“

Beyond words,
collective responsibility and excellence
are the **unfailing links** that unite the people
of Champagne, generation after generation.

DAVID CHATILLON

President of the Union des Maisons de Champagne
Co-President of the Comité Champagne

“

The people of Champagne
have always been imbued with the same
pioneering spirit for respect of tradition.
So it's only natural that CSR*
should be at the heart of our collective strategy.

MAXIME TOUBART

President of the Syndicat Général des Vignerons de la Champagne
Co-President of the Comité Champagne

*Corporate Social Responsibility (CSR)



DAVID CHATILLON

MAXIME TOUBART

INTRODUCTION

BY MAXIME TOUBART AND DAVID CHATILLON

Steeped in 300 years of history, the Champagne appellation enjoys immense prestige throughout the world. This international recognition forces us to take care of this collective heritage and effectively transmit it to future generations. This means guaranteeing consumers of the exceptional quality of our wines, while at the same time being exemplary in the face of the challenges of our time.

As co-presidents of the Comité Champagne, we are keen to ensure that the interprofessional body helps the 16,200 Growers and 390 Houses to prepare for the future. In this unique ecosystem, individual actions are key to implementing the ambitious collective strategy of social responsibility. For over 100 years, the people of Champagne have been active in social responsibility, drawing inspiration from the concept of the “appellation d'origine” and establishing the founding principle of equitable sharing of the value created within the Champagne region.

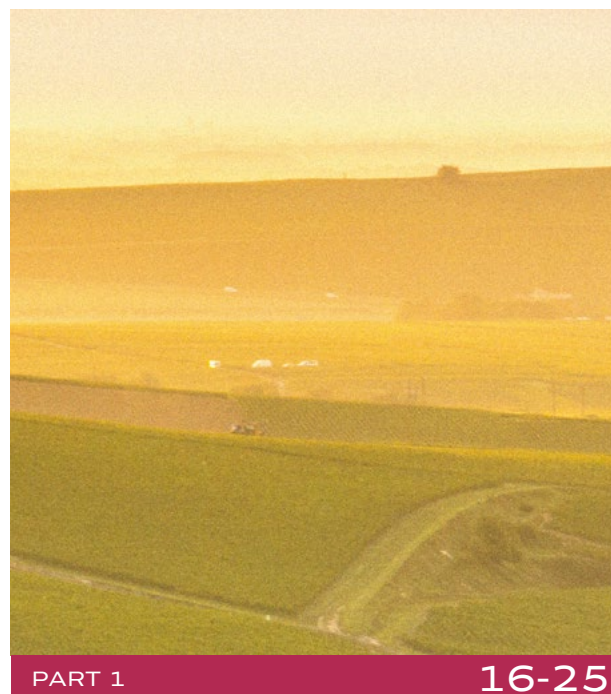
Ambitious targets have been set collectively, and tangible results have since been observed. Champagne was the first wine industry to carry out its Carbon Footprint Assessment in 2003, and we have already reduced the carbon footprint of each bottle of Champagne by 20% in fifteen years. We are aware of the challenges facing our industry and the planet, and are aiming for Net Zero Carbon by 2050.

In 2022, we decided to formalise a Corporate Social Responsibility strategy for the Champagne industry, i.e. to identify the main societal challenges, prioritise them, assess the progress made and determine the actions to be taken collectively to be “Stronger Together”.

The report you have in your hands is the result of this tremendous effort, and is a snapshot of the Corporate Social Responsibility (CSR) path that the Champagne industry has set itself. Of course, there is still a long way to go, but we are determined to accompany each and every Champagne producer and stakeholder along this path, across our value chain, from vine to glass.

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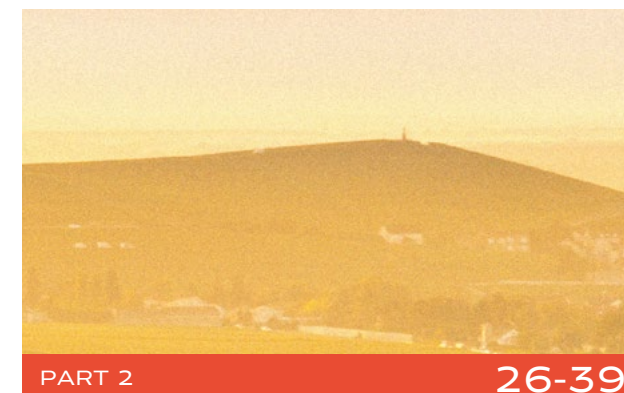
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ACT TOGETHER

Join forces to preserve our common heritage

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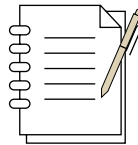


A UNIQUE APPELLATION

Wines produced in Champagne have a registered controlled designation of origin **"Appellation d'Origine Contrôlée"** (AOC), created at the beginning of the 20th century. An "Appellation d'origine" protects the name of certain agricultural products, which have to comply with:



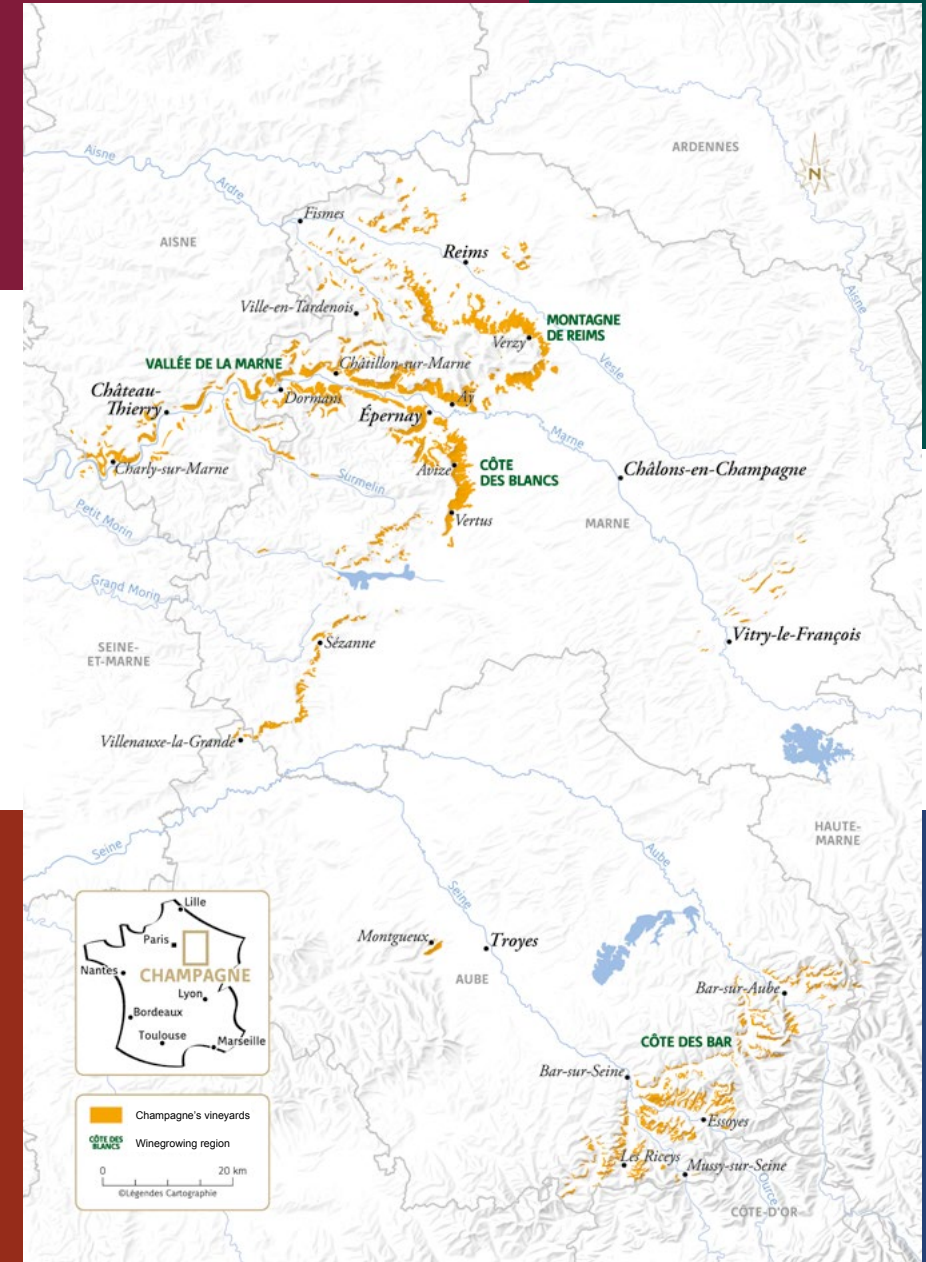
A **geographical delimited boundary**, which determines its origin and specific characteristics, and protects its name. The notion of "terroir" is essential to this



A strict **book of regulations** based on **traditional know-how**



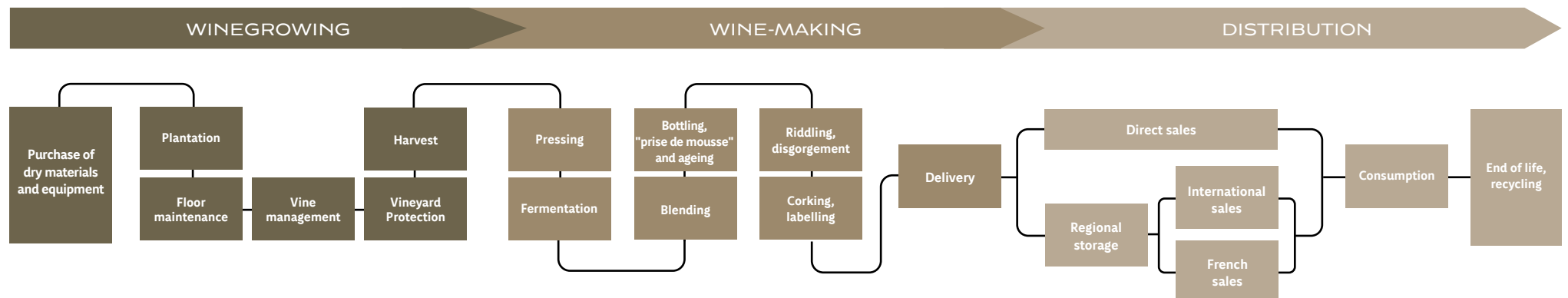
THE CHAMPAGNE VINEYARD, A DELIMITED GEOGRAPHICAL AREA SINCE 1927



CHAMPAGNE IN FIGURES



THE CHAMPAGNE VALUE CHAIN



A MAJOR ECONOMIC PLAYER

AT SCALE...

LOCAL

The Champagne industry **contributes to the vibrancy of the Grand Est region through its innovations in related production**, packaging, transport and service activities.
It is the region's leading export, accounting for 42% of agri-food exports.



NATIONAL

The Champagne industry makes a significant contribution to the national wine economy. It accounts for 27% of the vineyard's sales from just 4% of its surface area.
It is the leading wine and spirits industry, accounting for 26% of exports by value.



WORLDWIDE

Representing 0.5% of the world's vineyards, Champagne is the world's leading AOC wine, with 35% of the sparkling wine market by value and 9% by volume. Thanks to its **presence in more than 200 countries**, Champagne is consolidating its sustained growth in exports, as shown by the figure for shipments in 2023: **57 million bottles to the countries of the European Union and 114 million bottles to the rest of the world.**

TOP TEN EXPORT MARKETS BY VOLUME AND VALUE

N°	2023 Ranking	Volume (in millions of bottles)	Sales * (in millions of euros)
1	UNITED STATES	26.9	810
2	UNITED KINGDOM	25.5	550
3	JAPAN	15.3	448
4	GERMANY	11.7	269
5	ITALY	9.9	266
6	AUSTRALIA	8.9	175
7	BELGIUM	8.0	162
8	SWITZERLAND	6.1	165
9	SPAIN	5.0	135
10	SWEDEN	3.1	60

*Excluding taxes from Champagne - 2023

AN ORGANISED AND STRUCTURED INDUSTRY

The industry is represented by the **Comité Interprofessionnel des Vins de Champagne**, or Comité Champagne, which reflects its values.

The Comité Champagne embodies the **solidarity** and **convergence of objectives** of the Growers and Houses of Champagne in its "joint" organisation and decision-making methods. It puts the **collective interests of the industry and the Champagne appellation** ahead of individual interests, and maintains strict neutrality at all times: no producer or group can be put forward to the detriment of another.



THE FOUR MAIN MISSIONS OF THE COMITÉ CHAMPAGNE IN SUPPORT OF CORPORATE SOCIAL RESPONSIBILITY IN THE CHAMPAGNE INDUSTRY



Manage the economic balance of the industry

Supervise the contractual relations between Growers and Houses, help organise production, ensure that the reserve system is properly managed to compensate for changes in yield, manage the vineyard register



Technical promotion of vineyards and wine

Steer research programmes in viticulture and oenology, experiment, improve champagne-making practices and accelerate the environmental transition



Worldwide defence of the appellation

Promote its recognition and protection, and combat all forms of infringement, counterfeiting or misuse



Educate and promote the appellation

Pass on Market Intelligence, provide training of the diversity of Champagne wines, represent the appellation and help promote it in France and abroad

AN APPROACH TO IDENTIFYING MATERIAL CHALLENGES

MATERIALITY ANALYSIS OF THE CHAMPAGNE INDUSTRY

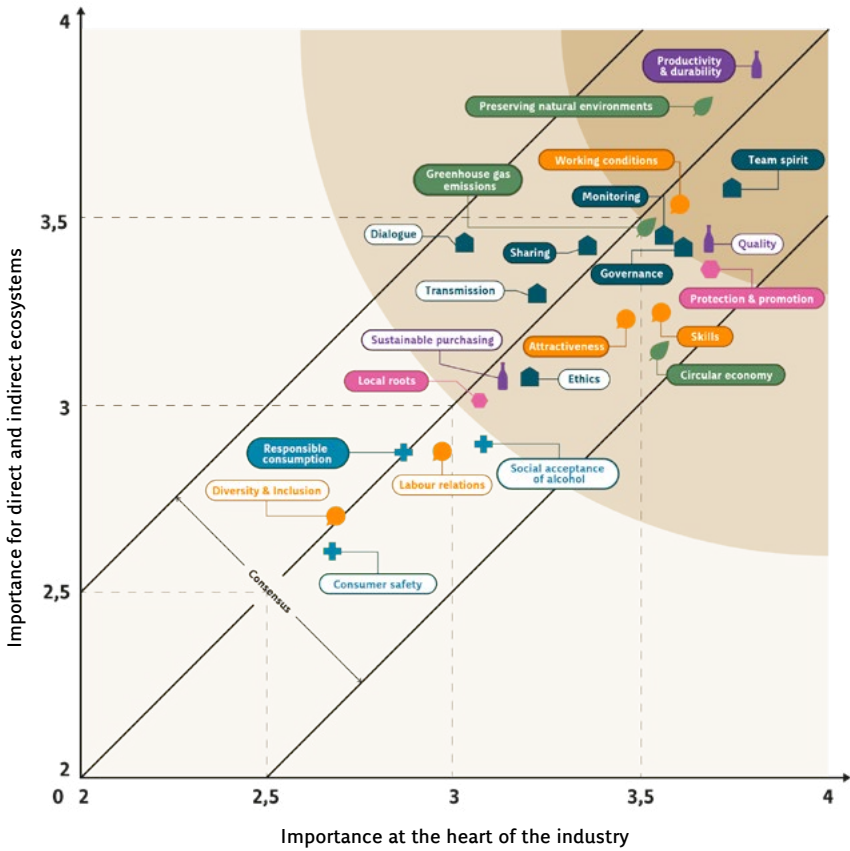
In 2023, the Comité Champagne, with the support of expert consultancy “Des Enjeux Et Des Hommes”, launched a **materiality exercise** to identify and address **the most relevant challenges in corporate responsibility for the industry**.

A cross-referenced study of several standards (ISO 26 000, ISO 26 030, sector GRI, B Corp, etc.) led to the identification of 24 challenges. These were then submitted to stakeholders in **three 'categories': the heart of the industry** (Comité Champagne, Growers, Houses), its direct ecosystem (suppliers, partners, importers (trade), etc.) and its **wider ecosystem** (experts, local elected representatives, journalists, NGO, etc.). This consultation resulted in the selection of **twelve material challenges represented on the "materiality" matrix**.

532 PARTICIPANTS IN THE ONLINE SURVEY
53 IN-DEPTH INTERVIEWS WITH STAKEHOLDERS
12 KEY CHALLENGES

HOW WERE THE MAIN CHALLENGES FOR THE INDUSTRY IDENTIFIED?

Among the 24 challenges that were identified, **the analysis enabled each one to be ranked, and highlighted their level of importance** according to the various stakeholders. Within a very consensual result between the heart of the industry and its direct and indirect ecosystem, **three challenges stood out:** adapting the vineyard to climate change, preserving the natural environment and encouraging the collectiveness and spirit of the industry. **Another seven challenges were highlighted:** working conditions, wine quality and typicity, reduction of greenhouse gas emissions, anticipation of societal changes and regulations, responsible governance, promotion of tangible and intangible heritage and fair sharing of value. **The industry has chosen to go beyond these ten key challenges** and retain other subjects that are essential to its corporate social responsibility strategy: development of skills and job appeal, responsible consumption, the circular economy and local roots through regional relations.



LEGEND

Categories	Symbols	Identified challenges
GOVERNANCE	🏠	Monitoring, Quality, Governance, Protection & promotion
HEALTH	+	Working conditions, Team spirit, Skills, Circular economy
PRODUCT	🍷	Productivity & durability, Greenhouse gas emissions
SOCIAL	🗣️	Dialogue, Transmission, Local roots, Responsible consumption, Diversity & Inclusion, Labour relations, Social acceptance of alcohol, Consumer safety
COMMUNITY AND LOCAL DEVELOPMENT	🌿	Local roots, Sustainable purchasing
ENVIRONMENT	🌱	Preserving natural environments, Greenhouse gas emissions

THE INDUSTRY'S MATURITY ON ITS KEY PRIORITIES

Results were carried out for each of the twelve challenges selected, based on a **three-level analysis**:

● COMMITMENTS (C)

The social and environmental policies deployed, the targets set, the charters signed...

● DEPLOYMENT (D)

Concrete actions taken to implement commitments

● RESULTS (R)

Results measured by quantitative and qualitative indicators













For each issue, a score between 1 (very low maturity) and 4 (very high maturity) has been assigned to each level, **giving an average maturity score for each challenge**.

The ratings were established on the basis of a documentary analysis of the existing situation - enriched by interviews with stakeholders - and then evaluated in the light of the expertise of the external consultancy.

This methodology has enabled us to highlight the industry's strengths and areas for improvement, to identify the gaps between the real maturity of the issues and their perception by our stakeholders, and to structure our roadmap for the coming years.

THE C-D-R METHODOLOGY

(Commitments - Deployment - Results)

CAT.	CHALLENGES	C Commitments	D Deployment	R Results
	Leading the group and fostering the spirit of the industry	3	3	2
	Ensuring responsible governance and sharing value fairly	3	3	2
	Anticipating changes in society and regulations	2	2	2
	Improving working conditions, particularly in the vineyards	2	2	2
	Attracting talent and developing skills	1	1	1
	Reducing greenhouse gas emissions	3	3	3
	Making vineyards more resilient climate change	3	3	3
	Preserving the soil, biodiversity and water resources	3	3	3
	Expanding on circular economy initiatives	3	3	2
	Supporting responsible consumption	2	2	1
	Protecting and promoting the tangible and intangible heritage of the appellation	3	3	3
	Contributing to local roots and playing a driving role in regional cohesion	1	1	1

LEGEND

Very low maturity = 1

Low maturity = 2

High maturity = 3

Very high maturity = 4

THE CHAMPAGNE INDUSTRY'S CORPORATE SOCIAL RESPONSIBILITY STRATEGY



OUR MANIFESTO

For over 80 years, the values that have inspired our governance - the power of our collective approach and the reputation of the appellation - **have given us the strength to commit ourselves to consolidating the natural, economic and cultural heritage we want to transmit to future generations.**

The industry is **set to guarantee our ability to produce an exceptional wine.** Its quality and character depend on the health of the terroir, the sustainability of the vineyards and the commitment and wellbeing of the men and women who work in the vineyards, in the cellars and beyond.

The industry is taking **action to ensure that Champagne prospers:** by attracting talent to enthuse the region, by supporting local initiatives to achieve greater circularity and by ensuring that all stakeholders work together in harmony.

Finally, we are engaging globally, so that our ability to anticipate change and innovate means that the whole industry can **contribute to meeting the major environmental and social challenges.**



OUR STRATEGY

We know that our responsibility is to ensure the long-term future of our vineyards and to pass on our knowledge to future generations. Since the 1980s, we have been working to preserve this heritage through pioneering initiatives to anticipate the changes we are facing.

We want to **make Corporate Social Responsibility a major part of our industry strategy.** To consolidate our ecosystem and accelerate our transformation, we need ambitious commitments and an action plan for the coming years. We will ensure that this plan is taken on board by the industry and implemented collectively.

In order to inspire all the players in the interprofession and unite them around this strategy, a **common vision has been formulated**, providing the collective with the basis for its actions:

**A collective commitment
to preserve Champagne heritage:
excellence and sustainability
from vine to glass.**



ACT TOGETHER
Join forces to preserve
our common heritage



FOR CHAMPAGNE
Perpetuate our ability to make
exceptional wines



**FOR THE CHAMPAGNE
REGION**
Cooperate to promote
our region



**FOR THE
WORLD**
Contribute to challenges
facing society

STRONGER TOGETHER

THE CHAMPAGNE INDUSTRY'S CORPORATE SOCIAL RESPONSIBILITY STRATEGY

4

PARTS OF COMMITMENT

12

PRIORITY ISSUES



PART 1

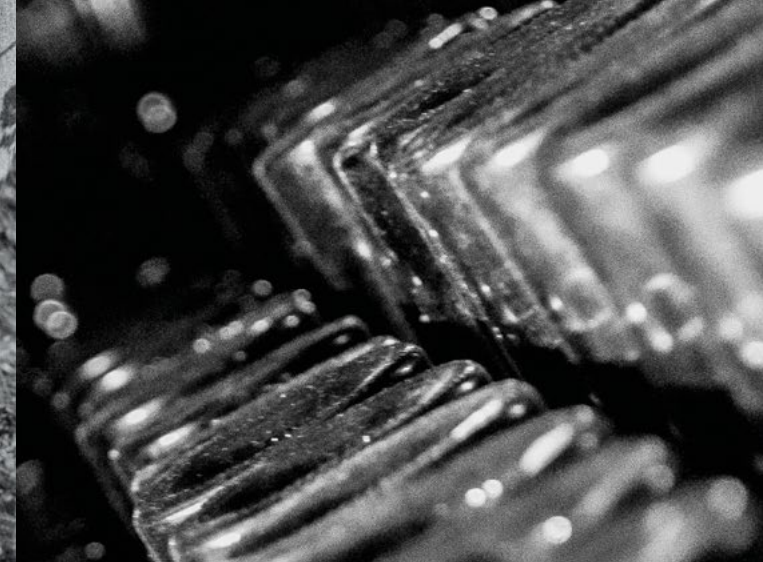
ACT TOGETHER...

Join forces to preserve
our common heritage

Promote the collective approach
and keep the industry spirit thriving

Ensure responsible governance
and share value fairly

Protect and promote
the tangible and intangible heritage
of the appellation



PART 2

FOR CHAMPAGNE
Perpetuate our ability to make
exceptional wines

Improve working conditions,
particularly in the vineyards

Preserve the soil, biodiversity
and water resources

Make vineyards more resilient
to climate change



PART 3

FOR THE CHAMPAGNE REGION

Cooperate to promote our region

Attract talent and develop skills

Expand on circular economy initiatives

Contribute to local roots and play a driving role in regional cohesion



PART 4

FOR THE WORLD

Contribute to challenges facing society

Anticipate changes in society and regulations

Support responsible consumption

Reduce greenhouse gas emissions



OUR VISION

A collective commitment to preserve Champagne heritage: excellence and sustainability from vine to glass.

ACT TOGETHER

Join forces to preserve our common heritage



Within the Champagne industry, we work hard every day to ensure that Champagne's heritage lives on and is transmitted through generations. All the forces at work in the region must converge towards this same objective, and we are here to ensure that they do so. We are dedicated to the collective spirit of our industry. We are committed to a responsible governance and a better sharing of value. Finally, we take action to promote and ensure respect for our appellation in all its dimensions, globally.



CHALLENGE 1.1

Promote the collective approach
and keep the industry spirit thriving

..... 18-19

CHALLENGE 1.2

Ensure responsible governance
and share value fairly

..... 20-21

CHALLENGE 1.3

Protect and promote the tangible
and intangible heritage of the appellation

..... 22-25



CHALLENGE 1.1

PROMOTE THE COLLECTIVE APPROACH AND KEEP THE INDUSTRY SPIRIT THRIVING



A MUCH NEEDED UNITY FOR A COMMON DESTINY

Managing the industry is a challenge, given the large number of Champagne professionals involved: 16,200 Growers, 390 Houses, 125 Cooperatives, **each with their own economic rationale**, generation and commitment. A collective approach is therefore essential if we are to rise to the challenges. This form of Cooperative emerged at the end of the 19th century. Today, the **Comité Champagne** (or Comité Interprofessionnel des Vins de Champagne) has **a unifying role to play in fostering consensus**.

END OF THE
19TH CENTURY

The **Syndicat Général des Vignerons** de la Champagne and the **Union des Maisons de Champagne** start working together to develop their activities and protect their interests.

1898

In the midst of the phylloxera crisis, they created the **Association Viticole Champenoise (AVC)** to organise the replanting of the vineyards.

1941

Together, they created the **CIVC (Comité Interprofessionnel des Vins de Champagne)**, one of the leading inter-branch wine associations, to protect and promote the appellation for the benefit of all stakeholders.

FROM
2023

The **Conseil Interprofessionnel** (a consultative body set up by the Bureau Exécutif to advise on cross-functional issues) has taken up the subject of Corporate Social Responsibility in the industry.

TOMORROW

The **Comité Champagne** will continue to deploy collective tools to help Growers and Houses meet the challenges of tomorrow: the "Working Together for the Champagne Harvest" action plan, economic resilience tools, R&D on the bottle of the future, etc.

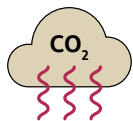
A COLLECTIVE STRATEGY

The aim of the "Improved Roadmap" is to clarify **Comité Champagne's priority actions** and help Champagne professionals meet the challenges of the coming years, within a clear timeline.

“

Let's make sure that Champagne is always available, always desirable, always exemplary.

The "Improved Roadmap" was defined in 2022 following a **major mobilisation**. More than **30 meetings and 500 hours of work** with employees of the Comité Champagne, the Syndicat Général des Vignerons de la Champagne, the Union des Maisons de Champagne, administrative bodies, the Bureau Exécutif, have resulted in strong engagements for a more committed, **sustainable and secure Champagne**, in particular:



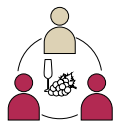
EMBARK ON AN AMBITIOUS ENVIRONMENTAL POLICY

100% certified winegrowing by 2030
Net Zero Carbon by 2050



WORLDWIDE EDUCATION ON CHAMPAGNE

Creation of a comprehensive range of training courses



PROMOTING BEST PRACTICE AND PARTICIPATIVE EXPERIMENTATION

Creation of a "Viti Data Hub" and deploy a network of facilitators



SECURING VALUE CREATION AND DISTRIBUTION

Enhanced control system

THE COLLECTIVE IS ALWAYS THERE

Every year in December, the meeting of the **Association Viticole Champenoise (AVC)** brings together more than 1,500 professionals. This not-to-be-missed event is an opportunity to discuss the latest developments and the Champagne industry's involvement in research and innovation.

“

Meetings between players in the Champagne region are essential for sharing our experiences, ideas and findings. The feedback we receive is mutually inspiring, whether in terms of best practice or common ambitions for the future.

CHRISTOPHE RAPENEAU
President of the Association Viticole Champenoise

CHALLENGE 1.2

ENSURE RESPONSIBLE GOVERNANCE AND SHARE VALUE FAIRLY

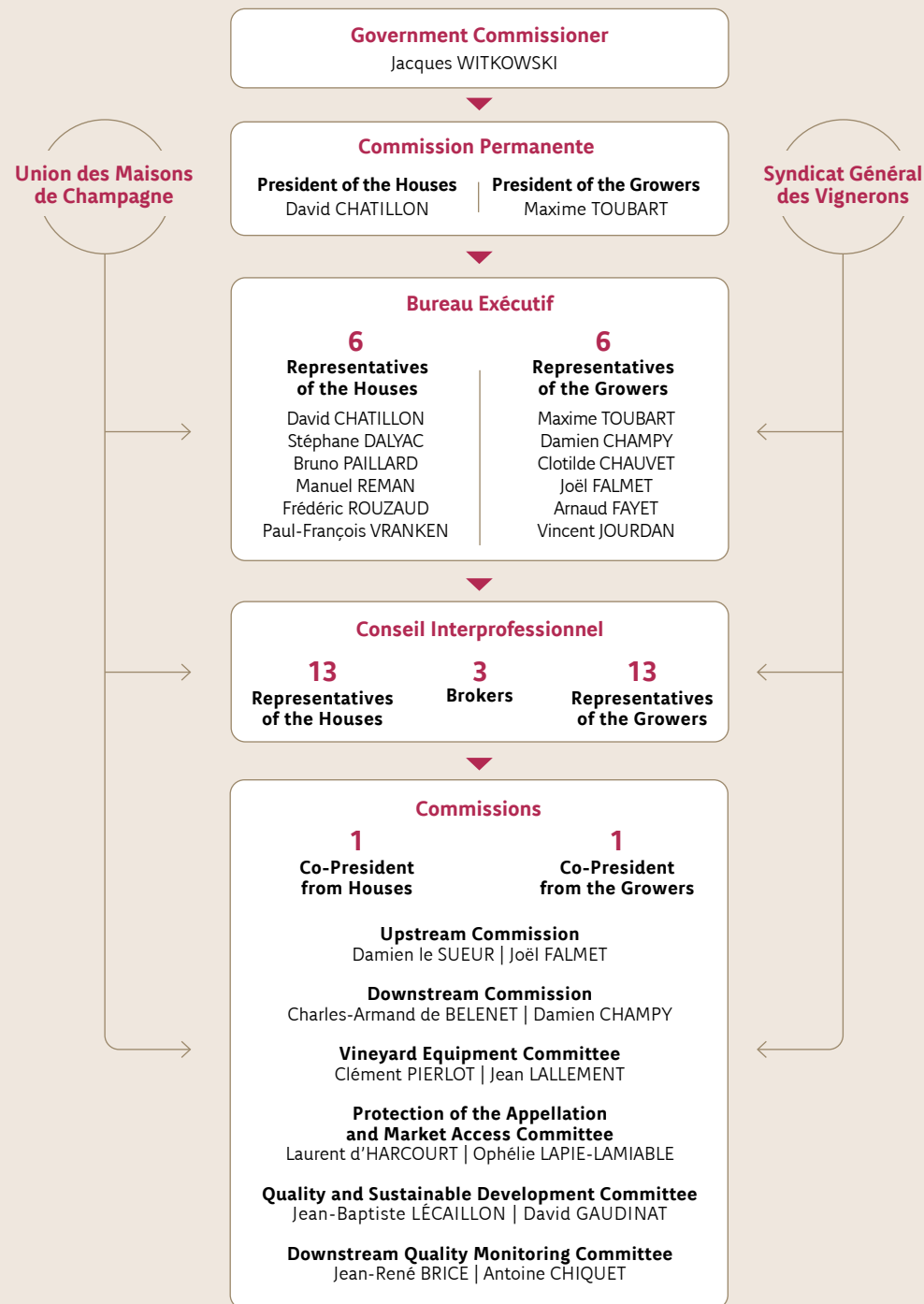
Over time, through successes and crises, **the Champagne region has seen its collective strengthened in order to preserve its shared intangible heritage: the Champagne appellation d'origine contrôlée.** The people of Champagne are organised around representative bodies working to promote an exceptional product and the sustainable development of the industry.

JOINT GOVERNANCE OF THE COMITÉ CHAMPAGNE

The structured, joint governance of the Comité Champagne enables it to effectively defend the collective interests of all the Growers and Houses. **At the heart of its mission: ensure the quality of the wines, the economic balance of the industry and the Protection and Promotion of the appellation in France and abroad.**

The Comité Champagne takes its decisions by consensus. Its culture is marked by prevailing **collective interests and the consideration of long-term effects for the industry.**

JOINT GOVERNANCE OF THE COMITÉ CHAMPAGNE



SHARING VALUE TO MAINTAIN FAIR EQUILIBRIUM IN CHAMPAGNE

Sharing value is an essential part of the Champagne industry. This principle, **unique in France** and in the world, is the basis of the interprofessional organisation. By ensuring that the Growers and Houses **receive a fair and significant share of the value** created by the appellation, the organisation helps to ensure that their **common interests converge** and **contribute to the stability and prosperity of the industry**.

THE INTERPROFESSIONAL RESERVE TO ENSURE OUR LONG-TERM FUTURE

Faced with sharp variations in production from one year to the next, the people of Champagne have set up a specific system: the **Interprofessional Reserve**. In good years, this system allows part of the harvest to be held in reserve, to be used in the event of a year with insufficient yield.

Both for economic regulation and crop insurance, **the Reserve ensures that the industry continues to operate smoothly**.



“The Reserve is a regulatory measure aimed primarily at improving and stabilising the wine market. In Champagne, it has proved to be both relevant and effective. The Comité Champagne, that oversees it, ensures it stabilises the market and fairly distributes value.

DOROTHÉE FRANJUS-GUIGUES

Deputy Director responsible for legal affairs
at the Comité National des Interprofessions des Vins
à appellation d'origine et à indication géographique (CNIV)

PROTECT AND PROMOTE THE TANGIBLE AND INTANGIBLE HERITAGE OF THE APPELLATION

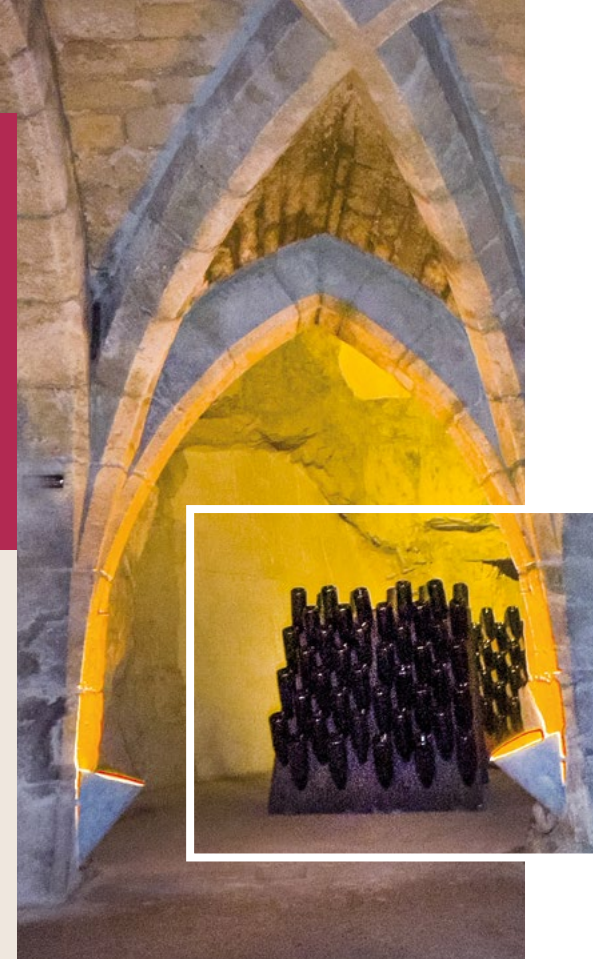
PROTECTION OF THE APPELLATION

The industry ensures that the appellation is not used **outside the delimited geographical area** and that Champagne **producers respect the wine-making process**. This defence of the Champagne appellation has been built up over time to ensure greater transparency and trust. It guarantees consumers that they are indeed drinking Champagne and that it **meets their legitimate demands for excellence**.



**Champagne only
comes from
Champagne!**

Protection and Promotion are two sides of the same coin: the people of Champagne have been able to defend their appellation, they have been able to draw the evocative power of the name 'Champagne' to build the image of excellence and desirability we know today, and because the appellation is desirable, it attracts covetousness.



19TH
CENTURY



The people of Champagne join forces to combat any misuse of the word Champagne to designate other sparkling wines

1936



Recognition of the Champagne AOC

1984



In France and Germany, a number of court cases extend protection to the Champagne appellation in recognition of its exceptional reputation.

2013



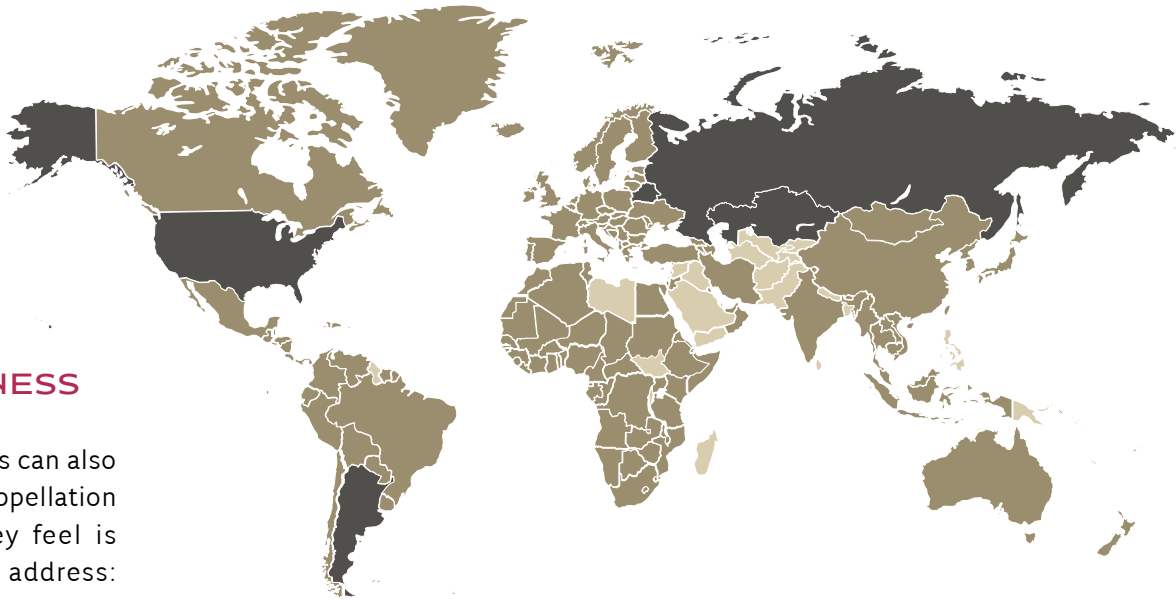
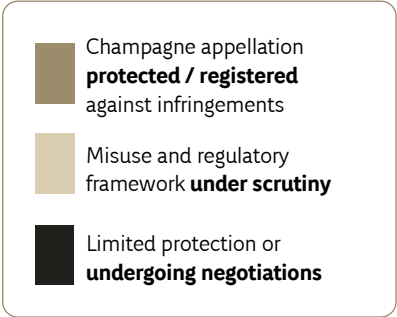
The Champagne appellation is recognised in China, in addition to a further 120 countries worldwide.

TOMORROW



To safeguard the collective intangible assets of the people of Champagne, efforts will continue year after year to ensure that "Champagne only comes from Champagne" is a well-known global fact.

PROTECTION OF THE CHAMPAGNE APPELLATION AS OF 2024



MORE THAN
130 COUNTRIES
RECOGNISE AND PROTECT
THE CHAMPAGNE APPELLATION

1,000 CASES
UNDERWAY WORLDWIDE

70 LAW FIRMS
WORLDWIDE

500 NEW ACTIONS
EVERY YEAR

IT IS EVERYONE'S BUSINESS

All wine professionals and consumers can also contribute to the protection of the appellation by reporting any information they feel is incorrect via the following e-mail address:
protection@champagne.fr

THE WINE ORIGINS ALLIANCE (WOA)

The Wine Origins Alliance's role **is to raise awareness among consumers and policy makers** of the importance of the geographical origin of wine. It works with the support of governments, courts and international trade officials to remove trade barriers in wine and protect the names of wine-growing regions.



THE INFLUENCE OF THE APPELLATION

The appellation's heritage is invaluable, **it is a common asset of which the people of Champagne are the custodians**. The Comité Champagne works to raise its profile in France and abroad, in particular through its **eleven Champagne Bureaux, which are the industry's true ambassadors around the world**. Their role is to raise awareness of the special characteristics of this exceptional wine among various institutions, the media and wine professionals, to help people discover the Champagne culture.

We also work together on :



A BAROMETER OF CHAMPAGNE REPUTATION AND IMAGE
to determine buying and consumer trends



CONSUMER AND MARKET RESEARCH
to guide the industry's decisions each year



VISITS TO CHAMPAGNE
to showcase the unique character of the appellation and meet the people of Champagne



EDUCATIONAL TRAININGS
both face-to-face and off-line, to help the trade present, advise and taste Champagne more effectively



PROMOTING INTANGIBLE ASSETS

In 2017, the industry commissioned a study from Kea Partners and Goodwill Management to measure the **intangible value of the Champagne appellation**.

The work carried out highlighted three distinct strengths of the industry:



WINE-MAKING SKILLS AND KNOW-HOW
Expertise of oenologists and cellar masters, specificities of pressing, precision of technical references



THE DYNAMISM OF THE INTERPROFESSION, WHICH GUARANTEES THE COMMON INTERESTS AND VALUE SHARING BETWEEN PLAYERS
Reserves, interprofessional contracts



THE SYMBOLIC POWER GENERATED BY HERITAGE
An evocative force around celebration

THE CHAMPAGNE WINE EDUCATION MISSION



1947

First educational activity was launched

2018

Launch of the Champagne Massive Open Online Course (MOOC)
Online certification course for anyone working in the world of wine or wine lovers around the world

2024

- **"Champagne Specialist"**: launch of the 1st certified training course for professionals and students to understand and advise on Champagne wines
- **www.champagne.education/fr** : launch of the Champagne training website (interactive learning paths adapted to all levels)

• **MOOC**

36,000 ALUMNI

2025

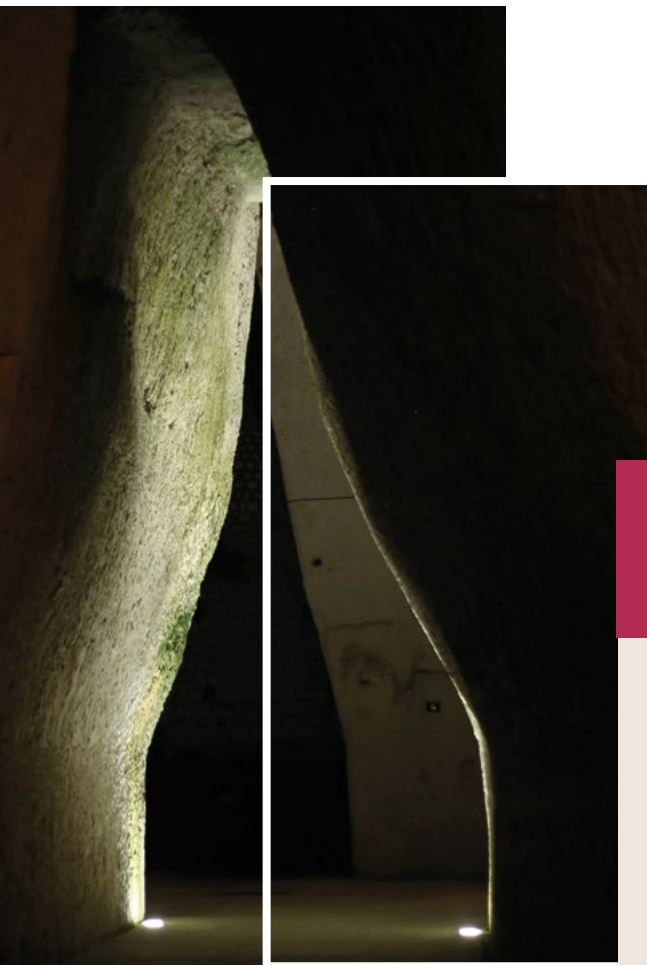
Launch of the new e-learning

TOMORROW

Continuation of the overhaul of the training programme enabling all (future) professionals to develop their Market Intelligence in Champagne wines

MULTIPLE PLAYERS

In addition to the individual actions of the Growers and Houses and those of the Comité Champagne, the influence of the appellation depends on the involvement of numerous associations, groups and organisations in France and abroad.



THE MISSION COTEAUX, MAISONS ET CAVES DE CHAMPAGNE - UNESCO WORLD HERITAGE SITE

Since 2015, after eight years of campaigning by the entire industry, the Outstanding Universal Value of Champagne is recognised in UNESCO's World Heritage List, in the category of "Organically evolved living cultural landscapes".

This listing is both an honour and a responsibility. A specific collective body, the "Mission", has been working daily for ten years to protect and promote this status.

THE ORDRE DES COTEAUX DE CHAMPAGNE

Founded in 1656, **it is one of the oldest French bachic orders.** It features more than 4,000 members, who meet every year in France and abroad. Its events, all under the banner of excellence, help to raise the profile of Champagne wines.

“

The influence of Champagne goes far beyond the actions the Champagne people.

We are often surprised by the number of amateurs and professionals from all over the world who are keen to pass on their love of Champagne, each in their own way. The Ordre des Coteaux is a way for us to thank them for their commitment to our cause and to help our community of enthusiasts continue to grow.

FRANÇOIS-XAVIER MORIZOT

Commander of the Ordre des Coteaux de Champagne

FOR CHAMPAGNE

**Perpetuate our ability
to make exceptional wines**

Within the Champagne industry, we are committed every day to ensure the long-term future of our wines and their unique tasting qualities. Above all, this means looking after the health and safety of those who work at every stage of our wine production. It is also important to preserve the characteristics of our terroir and learn to evolve in new climate conditions. All these parameters are essential if we are to continue to write the future of our wines under the umbrella of excellence.





CHALLENGE 2.1

Improve working conditions,
particularly in the vineyards

..... 28-31

CHALLENGE 2.2

Preserve the soil, biodiversity
and water resources

..... 32-35

CHALLENGE 2.3

Make vineyards more resilient
to climate change

..... 36-39

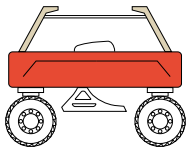
IMPROVE WORKING CONDITIONS, PARTICULARLY IN THE VINEYARDS

Since 2017, the Duty of Vigilance under French law - and now European law - requires organisations to ensure that relevant measures are put in place with regards to human rights and freedom of individuals. As an industry, we are not subject to this obligation, however **Duty of Vigilance** is essential to us, when tackling Social Responsibility in our industry.

Champagne's excellence is only possible thanks to the expertise and dedication of the men and women who work all year round in the vineyards and cellars. **The industry's duty is to protect them and ensure their health, safety and well-being.**

LONG-TERM RESEARCH FOR EMPLOYEES

All work conducted to find **innovative solutions for the industry's research and development purposes, systematically takes into account ergonomics, health & safety and comfort for workers.** Our role is **to facilitate the emergence of new technologies**, adapted to our activities, and then integrate them into the heart of our vineyards. Here are some examples of technologies currently being tested or deployed:



THE DEVELOPMENT OF VINEYARD ROBOTS

To make vineyard work easier and reduce the exposure of winegrowers to machine vibrations



ADAPTING VINE TRAINING METHODS

To avoid issues with postures, which in turn can cause musculoskeletal disorders



EXO-SKELETONS

To eventually reduce the load and support an adapted posture

There are a few preventative measures in place to support growers throughout the year.

Thanks to the AGRICA solidarity fund, the industry is offering the **"Zero TMS Method"** training course through the Kiné Form & Santé network of health and fitness professionals.

On the agenda: preventing musculoskeletal disorders, optimising performance and improving quality of life at work.

In partnership with the VIVEA training insurance fund, the Syndicat Général des Vignerons has drawn up a **book of specifications for training in vineyard management** to help growers adopt best practice in recruitment, management and team motivation.

Improving working conditions is a complex issue in which decisions are taken both individually and collectively.

The sheer number of all those involved means that we need to respond accordingly by deploying our resources, using existing communication channels and long-established human networks.

HARVEST FOCUS

During harvest, the Champagne industry requires a lot more human labour in the vineyards. It is a crucial time for the sector and marks the culmination of an entire year's work: **more than 100,000 seasonal workers are recruited over a three-week period**, making it necessary to have service providers' support.

Whether they are direct employers or working in collaboration with their service providers, the Growers and Houses must define and establish strict monitoring for seasonal workers' conditions and ensure that regulations are being properly followed. The industry's requirements and commitments to seasonal workers are not dissimilar to those of permanent employees.

In October 2023, an interprofessional working group drew up an action plan to be implemented as of the 2024 harvest.

STAKEHOLDERS INVOLVED



2024 RESULTS FOLLOWING THE IMPLEMENTATION OF THIS ACTION PLAN

ENSEMBLE POUR LES VENDANGES EN CHAMPAGNE

+6,000

CONSULTATIONS

+75%

ADDITIONAL JOBS FILLED
BY FRANCE TRAVAIL,
THANKS TO A DEDICATED
TEAM OF 10 PEOPLE

35

FIRST AID SESSIONS,
RESULTING
IN THE TRAINING OF

530

PEOPLE
SUPERVISING WORK
IN THE VINES

105

SERVICE PROVIDERS
LISTED ON VITIARGOS,
REPRESENTING

17,000









SEASONAL WORKERS,
I.E. 40% OF WORKERS
ARE SUPPLIED
BY SERVICE PROVIDERS

TRIAL FOR NEW
ACCOMMODATION:
A FORMER MILITARY
BASE HAS TAKEN IN

+360

SEASONAL WORKERS
AND AIMS TO DOUBLE
ITS CAPACITY OVER
THE NEXT FEW YEARS.

FOUR KEY AREAS TO IMPROVE HARVEST PREPARATIONS AND WELCOME SEASONAL WORKERS

 HEALTH AND SAFETY AT WORK		
	OBJECTIVE: Strengthen prevention before and during the harvest by providing employers and service providers with practical tools to support their duty of care	ACTION: <ul style="list-style-type: none"> • Created and shared a guide for health and safety conditions in the vineyard and winery • Working with the MSA in the event of hot weather • First Aid awareness sessions with the local fire departments (<i>Service Départemental d'Incendie et de Secours</i>)
 SUPERVISION OF SERVICE PROVIDERS		
	OBJECTIVE: Help service providers structure themselves and provide a better framework across the sector	ACTION: <ul style="list-style-type: none"> • Roll-out a service delivery guide • Creation of a "service provision" section within the Champagne section of FNEDT 51 (<i>Fédération Nationale des Employeurs Du Territoire</i>) • Setting up the VitiArgos social monitoring platform
 GROUP ACCOMMODATION		
	OBJECTIVE: Put stronger control in place, promote communication and increase the accommodation on offer	ACTION: <ul style="list-style-type: none"> • Created and shared a guide to collective accommodation for seasonal workers • Defined a regional plan to increase accommodation capacity
 RECRUITMENT		
	OBJECTIVE: Find solutions for lack of employment	ACTION: <ul style="list-style-type: none"> • Created and shared the "seasonal worker" welcome booklet • Set up partnerships with local universities and schools to encourage student recruitment • Strengthen relations with France Travail

THE TRIPLE BENEFIT OF VITIARGOS, THE CHAMPAGNE INDUSTRY' SOCIAL MONITORING TOOL

1. Reminds employers of the main regulations to follow so that they can question and reassure themselves as to the compliance of their practices
2. Engages all producers in a process of progress by offering a tool of good practices aligned with the industry's ambitions
3. Enables employers to check the level of commitment before signing a contract. Once signed, this commitment becomes enforceable and secures the relationship between the two parties



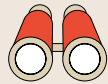
**Visit the VitiArgos platform and download
the guides and welcome booklet
for seasonal workers in Champagne:**



"INCREASED VIGILANCE, ZERO TOLERANCE"

There is no such thing as zero risk. The industry's aim is to assist each producer with their progress plan, but to also identify and deal with any situation that appears unusual, with support from public authorities, in order to guarantee that the health and safety of seasonal workers is respected.

With this in mind, the following actions were carried out in 2024:



Daily harvest monitoring unit was set up under the aegis of the Prefect



Much tighter control by **public authorities**



Awareness of **potential accommodation that does not comply with regulations**



Working with employers to find **alternative solutions to accommodation**

OCTOBER
2023



Working group created to draw up an action plan for seasonal workers

HARVEST
2024



Launch of the "Working Together for the Champagne Harvest" action plan

HARVEST
2025



Improve systems and roll out measures across the board

TOMORROW



Roll out the action plan over the medium and long term (overcome the accommodation challenge)

“

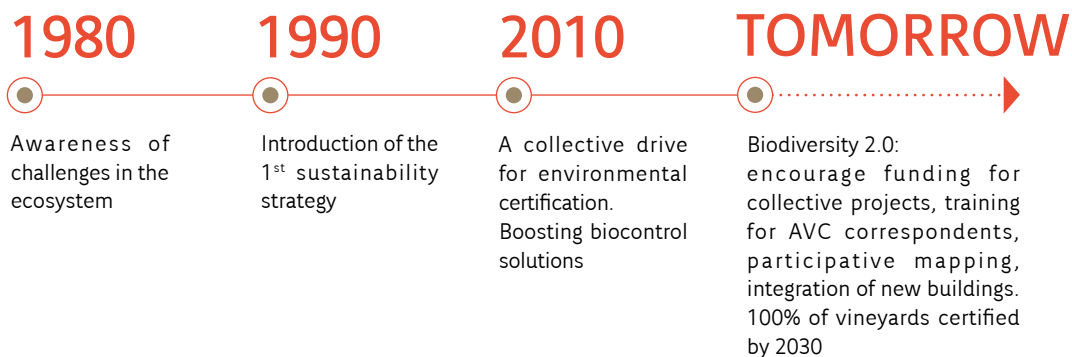
Effective human rights due diligence requires strong stakeholder engagement. By involving all stakeholders, we ensure diverse perspectives are heard, risks are identified early, and solutions are co-created. This collaborative approach strengthens our commitment to human rights and fosters trust within our value chains. Comité Champagne's focus on improving vineyard worker conditions demonstrates a dedication to fair labour practices and a human-centric approach in the wine industry.

AXEL KOLLBERG

Sustainability Manager - Human Rights in Global Supply Chains
Systembolaget (state-owned alcohol monopoly in Sweden)

PRESERVE SOIL, BIODIVERSITY AND WATER RESOURCES

Winegrowing, like any activity based on living organisms, needs to maintain **healthy soil, a rich biodiversity and sufficient high-quality water resources**. The Champagne industry's awareness of these issues dates to the 1980s.



For this topic, as for others, our plans for progress follow our core objective to continuously improve:

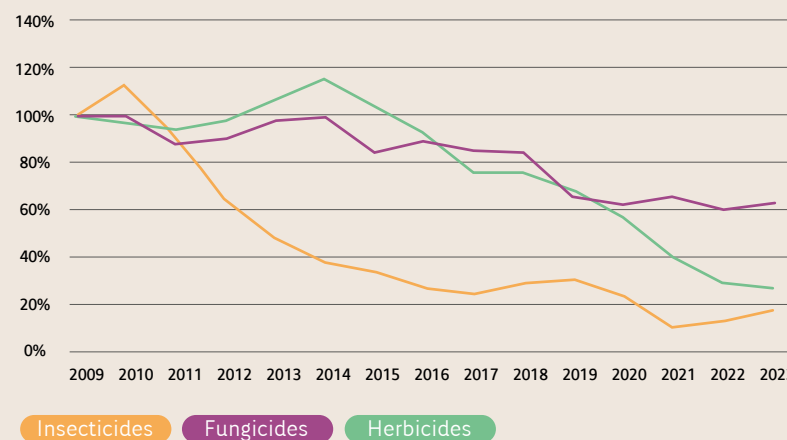
- 1. ANALYSIS OF THE SITUATION**
Build an action plan
- 2. IMPLEMENTATION OF ACTIONS**
Training, decision-making tools, collective operations, financial incentives, obligations, etc.
- 3. TRACKING INDICATORS**
Implementing best practice, reducing impact
- 4. IMPLEMENTATION OF CORRECTIVE ACTIONS**

REDUCE THE USE OF SYNTHETIC INPUTS

For 30 years, the Champagne industry has been working to **reduce the use of phytosanitary products** - insecticides, herbicides and fungicides - to improve soil and water quality and preserve biodiversity, with significant results.

TREATMENT FREQUENCY INDEX (IFT INDICATOR)

BY PESTICIDE CATEGORY (THREE-YEAR ROLLING AVERAGE)



-95%
INSECTICIDES USED
IN 15 YEARS

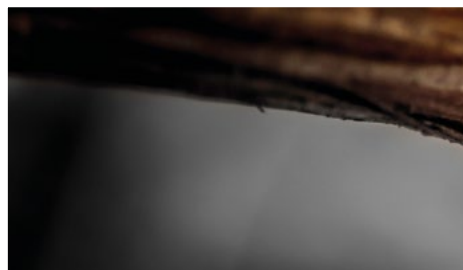
Thanks to the development of mating disruption (a pest control technique) and the restoration of natural balances

USE OF HERBICIDES
HAVE QUARTERED IN
15 YEARS

Thanks to mechanical tillage and the use of plant cover crops

-50%
CHEMICAL FERTILISERS
USED IN 15 YEARS

Thanks to reasoned fertilisation and the development of organic fertilising materials



A VINEYARD THAT RESPECTS NATURE

In line with the **National Biodiversity Strategy 2030**, the industry is working to reduce its impact on biodiversity, an integral part of its heritage.

The **BIODIV Plan** proposes to restore **green corridors**, develop the quality of habitats around **cultivated areas** and encourage **sustainable farming methods**.

In order to assess the actions required at farm level, the Comité Champagne has set up a number of tools available on the Environment portal of the interprofessional extranet: **the "Sustainable Viticulture" reference system, the interactive mapping of biodiversity zones**, as well as **ten practical action sheets** to make it easier to implement best practice.

Depending on the diagnosis, Champagne professionals **have approximately sixty measures made available to them**, including the following:



Technical and financial support for **THE COLLECTIVE PLANTING OF HEDGES** (40% of the project's cost excluding VAT)



Implementation of **PRACTICES FAVOURABLE** to biodiversity (grassed areas)



Re-vegetation of hillsides and **FIGHT AGAINST SOIL EROSION** (diversity of local plants and flowers)

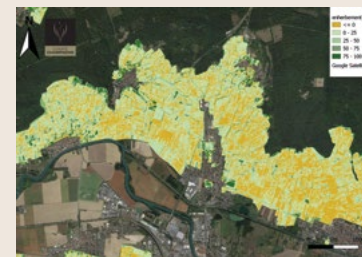


Creation of a network of **50 BIODIVERSITY REFERRALS** to help bring the plan to life at local level (throughout the appellation, see map opposite)

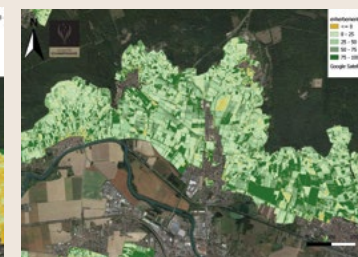
KEEPING TRACK OF GRASSED AREAS

With regard to grassed areas, a **tracking indicator** is used to assess the progress made in the region. Satellite photos help monitor the development of weed cover:

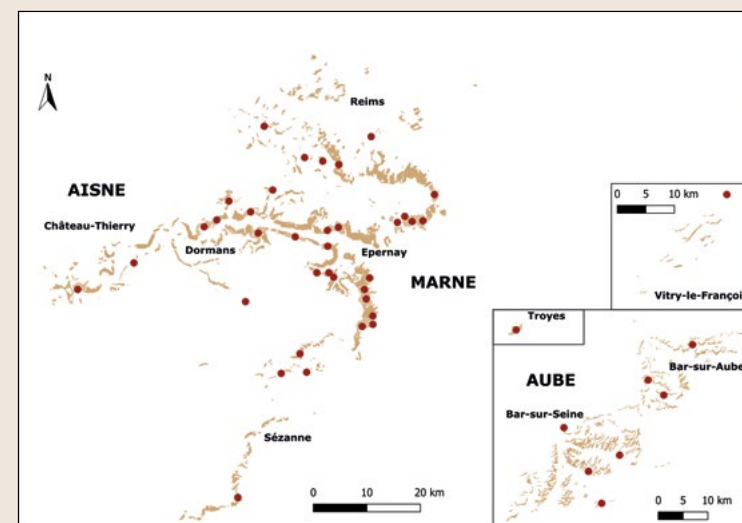
Grassed area - 2003



Grassed area - 2021

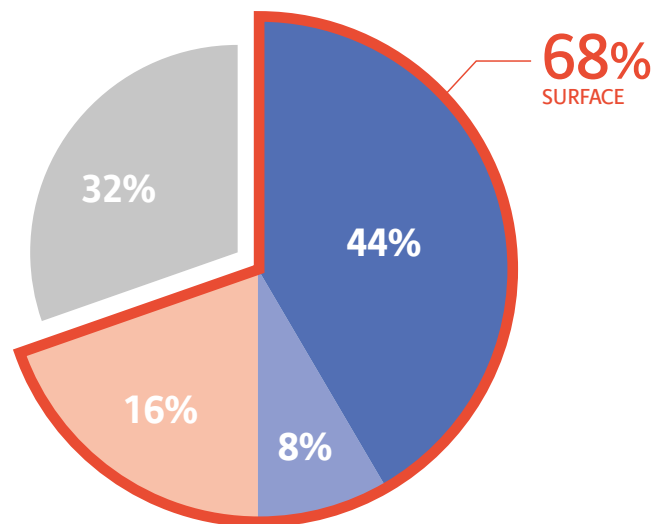


2024 BIODIVERSITY REFERRAL NETWORK



ENVIRONMENTAL CERTIFICATIONS IN CHAMPAGNE

Environmental certification is an effective way of speeding up the environmental transition. Today, **68% of the vineyards in Champagne are already certified**. The industry has set itself an ambitious target: **to have 100% of its vineyards certified by 2030**.



Sustainable Viticulture in Champagne

Holistic approach promoting sustainable production practices



Organic Farming

Certification focusing on the non-use of synthetic chemicals



High Environmental Value (HVE)

A global ecological approach across all agricultural industries



Without certification

Certified areas - December 2023

Sources: Comité Champagne, French Ministry of Agriculture, Agence Bio

FOR SUSTAINABLE VITICULTURE IN CHAMPAGNE (VDC)*

The VDC approach is the result of a collective effort.

Launched in 2014, an ambitious, yet evolving set of guidelines adapted to the specific characteristics of the appellation, has been put in place by the industry.

The VDC standard is a certification scheme designed to help **winegrowers move towards sustainable practices**. Consisting of 99 points, **it goes beyond compliance with regulations** by supporting the initial requirements with additional objectives specific to Champagne.

*Viticulture Durable en Champagne



Consult
"Sustainable Viticulture in
Champagne" online



Phytosanitary
strategy



Fertilisation
management



Biodiversity
protection



Land and landscape
preservation



Effluent and waste
management



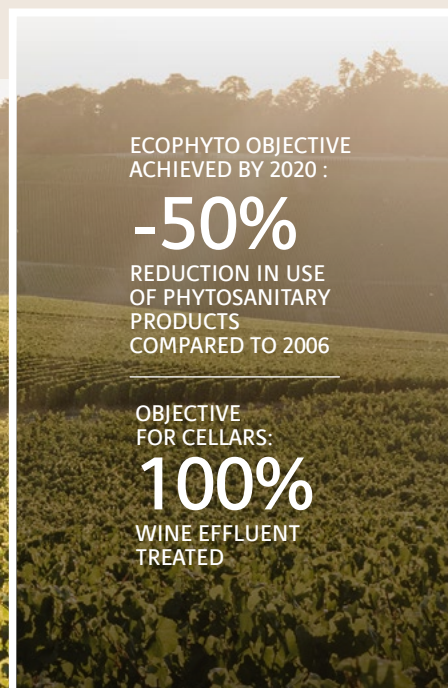
Carbon footprint
reduction



A SPECIFIC PLAN FOR WATER RESOURCES

The industry association is working with the industry to ensure that water resources are managed wisely. The **Plan EAU**, initiated in the 1990s in partnership with the **Agence de l'Eau Seine-Normandie**, embraces a systemic approach based on **four key areas - sobriety, availability, quality, scarcity** - and various actions from the vineyard to the cellar. The industry is also committed in **reducing its water consumption and reprocessing wastewater**.

The Champenois are also heavily investing in **water management on the hillsides** to encourage the infiltration or drainage of rainwater, and therefore combat erosion.



Sustainable Viticulture Certification
in Champagne is based on ambitious,
specific standards designed for Champagne
producers. It enables Champagne to respond
to environmental and societal challenges,
as well as help maintain its prime position
in the world of sparkling wines.

FABIEN ZEDDE
Director of the certification body OCACIA

CHALLENGE 2.3.

MAKE VINEYARDS MORE RESILIENT TO CLIMATE CHANGE

Climate change is having a significant impact on wine production throughout the world. Over the last 30 years, global warming has been quite beneficial for winegrowing in Champagne. The growing area has moved from a very **cool-fresh climate to a cool-temperate climate**.

However, observation of vineyards further south and the increasing number of extreme events are clear: we need to **anticipate potential consequences** and **prepare adaptational levers** to ensure the long-term survival of the vineyards. This is a major issue that concerns all terroir and appellation wines, and we are working in partnership with other French trade associations within the wine sector.

NEW CLIMATIC HAZARDS IN CHAMPAGNE



INCREASED HAIL
AND SPRING FROST



STRONG ALTERNATION
OF RAINFALL AND DROUGHT



NEW PESTS



IN CHAMPAGNE,
THE AVERAGE TEMPERATURE
HAS RISEN AROUND

+1,8C°

IN 30 YEARS

2012

LACCAVE project

Conducted by INRAE¹ over a period of ten years in French vineyards, the project demonstrates that appellations have technical and organisational levers for innovation in the face of climate change

2021

WINE INDUSTRY'S STRATEGY FACING CLIMATE CHANGE

The logical continuation of the LACCAVE project, it has been drawn up by industry players under the aegis of the INAO² and identifies 40 actions divided into 7 areas

2023

VITILIENCE

Creation of a network of demonstration projects to improve climate resilience of French vineyards, led by the IFV³ at national level and by regional players, including the Comité Champagne, in the wine-growing regions

TOMORROW

PROJECTS

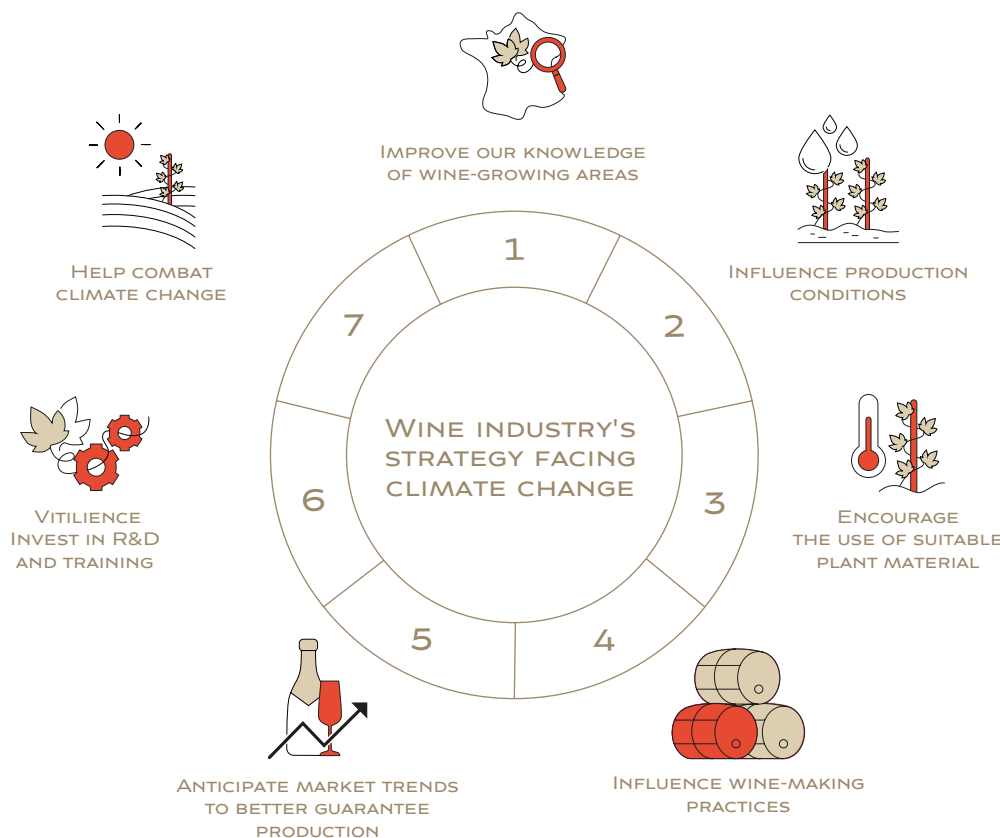
Development of the VIFA network and expansion of the CEPINNOV programme. Deployment of semi-large vines. Implementation of the Vitilience project in Champagne, including the organisation of "Climate tour"

If the "climate" component evolves, it is possible to act on other components in order **to preserve the excellence and typicity of Champagne wines**. This is the role of the **Vitilience** network. It brings together regional demonstrators who encourage the implementation of winegrowing practices by showing examples of a variety of innovative solutions combined.

The project includes a **large-scale promotion programme** to encourage winegrowers and local producers to adopt more widespread practices, with the aim of implementing a resilient viticulture of the future, co-operated by regional players on a national scale.

WHAT IS A WINE-GROWING TERROIR?

According to the OIV⁴, this is an area in which **collective knowledge** of the interactions between an identifiable **physical and biological environment**, and the wine-making practices applied to it, are developed, giving distinctive characteristics to the products originating in this area. Terroir includes specific characteristics of soil, topography, climate, landscape and biodiversity.



¹ French National Research Institute for Agriculture, Food and the Environment (INRAE)

² National Institute of Origin and Quality (INAO)

³ French Institute of Vine and Wine (IFV)

⁴ International Organisation of Vine and Wine (OIV)

CREATE NEW VARIETIES
OF VINES THAT ARE
RESISTANT TO DISEASE
AND ADAPTED
TO CLIMATE CHANGE

WORKING WITH
INRAE-RESDUR

Since 2000, this national programme has led to the creation of **nine sustainable varieties**, which are now listed in the catalogue of grapevines. Around ten future varieties are currently being selected. In Champagne, the **Voltis** variety has been included in the **book of specifications** since 2023 for a 10-year trial.

WORKING WITH
CEPINNOV

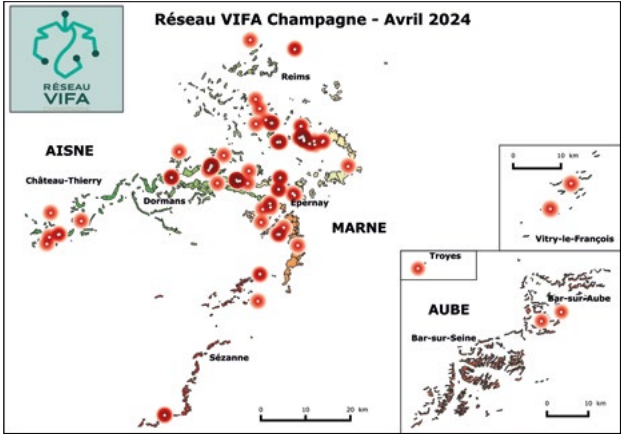
In collaboration with the Bureau Interprofessionnel des Vins de Bourgogne (BIVB), this programme follows the same spirit as **ResDur** and has been working since 2014 **to create varieties that preserve the regional typicity of grape varieties** common to both vineyards. The first varieties are expected to be available by 2030.

WE ARE MOBILISING
ALL KEY PLAYERS TO MOVE
FORWARD TOGETHER

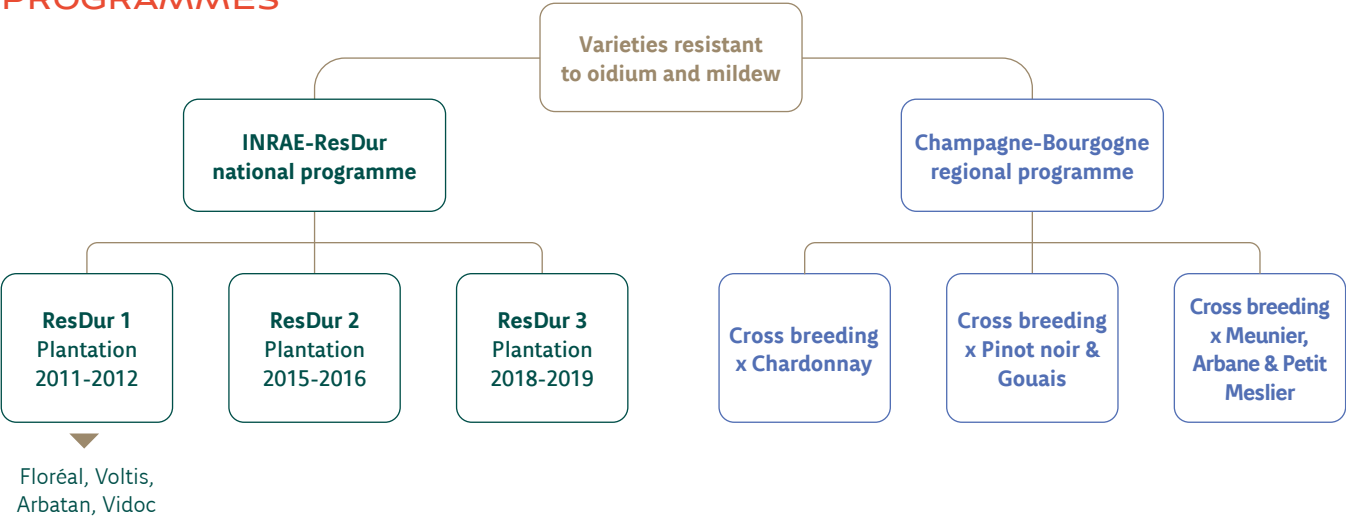
New INAO provisions allow appellations to experiment more. With the innovation evaluation system, **it is possible to test new solutions while benefiting from the AOC**. This is the case with **Voltis**, which is now present on plots of land belonging to Growers and Houses to ensure that it meets the requirements of Champagne in real-life conditions.

AT THE HEART
OF THE VIFA NETWORK

The Comité Champagne, the SGV and the INAO are taking part in the Varieties of Interest for Adaptation (VIFA) network. This network of pioneering growers enables us **to observe the behaviour of these varieties** on our terroirs and learn how **to preserve their sustainability**.



VARIETY CREATION
PROGRAMMES





QANOPÉE, THE COLLECTIVE PROJECT THAT SERVES PUBLIC INTEREST

In keeping with the **collective spirit** at the heart of our values, **Champagne, Burgundy, Beaujolais and Jura have joined forces in the Qanopée project** (QuArt NOrd-est de PrÉ-multiplication collective). The aim of Qanopée is to produce vine plants and rootstocks in a confined, soil-free environment, in order to ensure the safety of the planting material, which is threatened by the emergence of diseases when produced in open fields, in particular grapevine fanleaf virus. This collaboration has resulted in the **construction of a 4,500 m² bioclimatic and insect-proof greenhouse** that will house traditional grape varieties, new varieties from the **ResDur programme** and future varieties from the **Ceplnnov programme**.



The first stone for the Qanopée greenhouse was laid in the Oger business park on 17th October 2023.



“

QANOPÉE is a major project, it is essential for our vineyards because it will enable us to secure our plant material and thus safeguard the future of our business as growers and that of our children.

THIÉBAULT HUBER

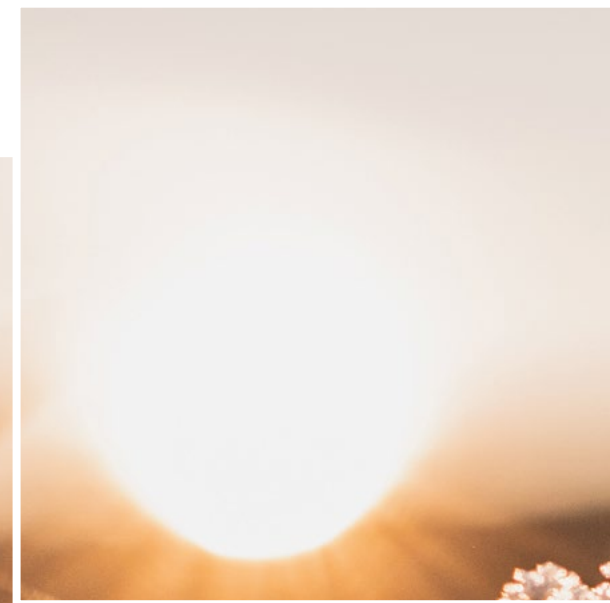
President of the CAVB

(Confederation of Burgundy Appellations and Growers) and
President of the QANOPÉE association

FOR THE CHAMPAGNE REGION

Cooperate to promote our region

Within the Champagne industry, we are committed to bring value to our region and all who bring it to life on a daily basis. As such, we need to promote the skills of today and tomorrow, to meet the needs of the industry and to attract the talent that would like to be part of it. We also need to move towards a more circular economy in order to build for the future, an action that we must embrace collectively thanks to our strong local roots.





CHALLENGE 3.1

Attract talent and develop skills 42-43

CHALLENGE 3.2

Expand on circular economy initiatives 44-46

CHALLENGE 3.3

Contribute to local roots and play a driving role in regional cohesion 47-49

CHALLENGE 3.1

ATTRACT TALENT AND DEVELOP SKILLS

THE EMPLOYMENT CHALLENGE

The production and distribution of Champagne wines is based on agricultural, industrial and service activities that require a wealth of high added-value expertise. These skills are practised in a **variety of professions that combine a passion for Champagne**. The preservation, transmission and development of this know-how are major concerns and are part of the industry's Corporate Social Responsibility.

While a number of initiatives have been launched, a joint, structured policy between Growers and Houses **to promote available jobs and the region has yet to be developed.**



THE JOBS

Production

Winegrower, vineyard manager, grape supply manager, vat-maker, cellar manager, oenologist...

Trade

Trader, broker, purchasing manager, sales manager, brand ambassador, retailer, catering professional...

Expertise

Bartender, sommelier, human resources manager, legal manager, administrative and financial manager, marketing manager, tourism professional, communication manager, trainer...



In an economy that cannot be offshored, **these jobs are a key asset** in guaranteeing the availability and qualitative excellence of our wines. Employment in Champagne is therefore a real issue and faces a number of challenges:



LIMIT ARDUOUS TASKS



INTRODUCE A HIGH-QUALITY, APPROPRIATE TRAINING OFFER



ASSIST IN LEARNING TO INTEGRATE ROBOTISATION



MAKE THE REGION ATTRACTIVE

BOOST TRAINING PROGRAMMES

We take trainings very seriously to encourage jobs in the future, and are keen to support **the men and women who want to join our industry**, as well as those who already work in the production and marketing of Champagne wines. We continue to strengthen our links with the world of education, both in Champagne and in France, in particular with winegrowing and agricultural schools, as well as with engineering schools in agronomy and agriculture. Champagne is a wonderful **place to learn**. We need to get the word out and rely on ambassadors in these establishments.

THE COMITÉ CHAMPAGNE SUPPORTS...

The **BPREA** (Brevet Professionnel de Responsable d'Entreprise Agricole - professional diploma for farm managers), a course designed for all projects to set up or take over a farm.

THE SYNDICAT GÉNÉRAL DES VIGNERONS DE LA CHAMPAGNE OFFERS...

An annual **catalogue of training** courses provided by the CRFPS (Comité Régional de Formation et de Promotion Sociale), in conjunction with the Maison de l'Emploi et des Métiers.

OTHER ACTIONS...

- The **Employment and Training Committee** of the Syndicat Général des Vignerons de la Champagne,
- Support from the **OCAPIAT*** to accompany the drive for professionalisation,
- **Educational activities** in hotel and catering schools, wine-growing colleges, etc.

*A skills provider for agricultural cooperatives, farming, fishing, the agri-food industry and local and regional authorities.

ATTRACTING NEW TALENT

Like other vineyards, Champagne must evolve and adapt to the evolving social environment to ensure the renewal of generations and the transmission of its know-how and traditions.

With this in mind, winegrowing professionals have undertaken to set up a structuring project based on the Grand Est 2024-2027 winegrowing industry contract:



ANALYSIS

Establish a detailed analysis of manpower requirements (quantity and qualifications) and associate it to the training on offer in order to strengthen and diversify in line with needs



INNOVATE

Develop an innovative cross-industry tool to promote jobs and facilitate integration into training and employment within companies in the industry

This approach will make our professions and training courses more attractive, and provide a skilled workforce to ensure the quality and excellence of Champagne over the long term.

“

The ambition of the University of Reims Champagne-Ardenne (URCA), through the Institut Georges Chappaz, is to strengthen the links between the industry and the academic world in order to make Champagne a global centre of excellence in research and training within the vine and wine sectors.

CHRISTOPHE CLÉMENT

President of the University of Reims
Champagne-Ardenne



CHALLENGE 3.2

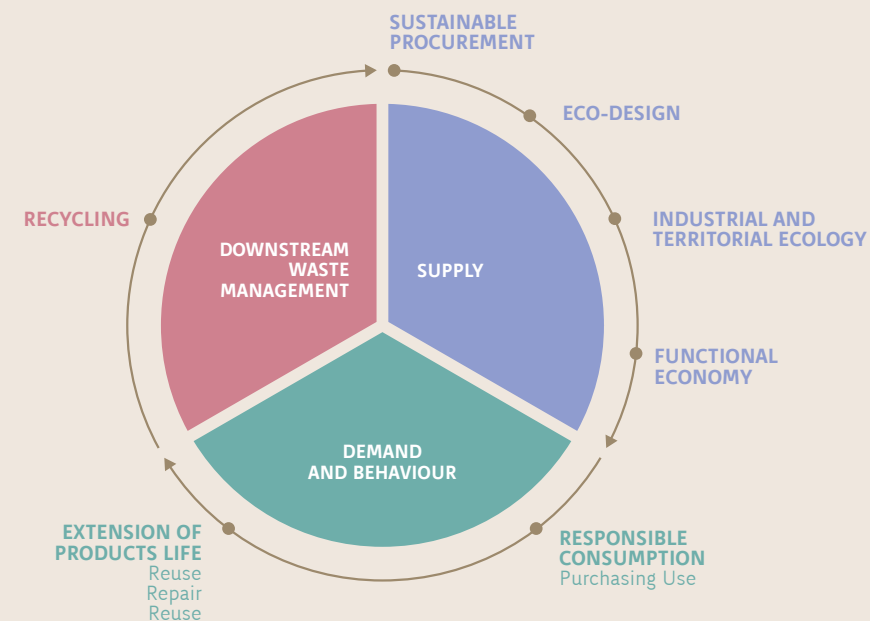
EXPAND ON CIRCULAR ECONOMY INITIATIVES

The AGECE (Anti-waste for a circular economy) law of 2020 aims **to accelerate the change in France's production and consumption model** in order to limit waste and preserve ecosystems.

Like the forthcoming European regulation on packaging and packaging waste, this law encourages the wine industry to respond to society's environmental expectations **by stepping up its circular economy initiatives and intensifying its interactions** with its partners and suppliers.

THE 7 PILLARS OF THE CIRCULAR ECONOMY

Source : ADEME



The industry is building partnerships **to provide professionals with the solutions and tools they need to make the transition to a circular economy.**

It also carries out a number of initiatives to :



**PROMOTE ECO-DESIGN
OF PRODUCTS
AND PACKAGING**



**TREATING EFFLUENT,
PROMOTING UPCYCLING
CO-PRODUCTS AND
RECYCLING WASTE**



**ENCOURAGING
INDUSTRIAL
AND REGIONAL
ECOLOGY**

The role of the Comité Champagne's **"Quality and Sustainable Development"** commission is **to define common and realistic objectives** for all the players in the interprofession and facilitate their success.

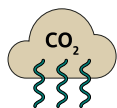
ECO-DESIGN: A COLLECTIVE CHALLENGE

To encourage players in the industry to commit to eco-design for their shipping packaging or to choose the most sustainable solutions offered by manufacturers and distributors, **the Comité Champagne has drawn up a "Packaging Roadmap" in partnership with Adelphe.**

It offers a number of practical solutions for professionals:



PACKAGING
DIAGNOSTICS



CALCULATION
OF GREENHOUSE GAS
EMISSIONS BY MATERIAL



TRAINING IN ECO-DESIGN
PACKAGING



The Champagne industry's plan for packaging prevention and eco-design summarises all existing good practice.

Download the packaging prevention and eco-design plan

The industry often calls on packaging manufacturers to come up with solutions that have a low environmental impact, from production to marketing. **It minimises the use of boxes or any other packaging** that does not protect the product. Promoting eco-design also raises public awareness and communicates effectively about the industry's approach.

MANAGE WASTE AND EFFLUENT, PROMOTE BY-PRODUCTS AND CO-PRODUCTS

The industry works with producers **to treat and recycle almost 10,000 tonnes of waste a year.** Champagne is playing a pioneering role, initiating the **collection of empty packaging** for oenological and hygiene products in the wine industry. Specific collections carried out with the **eco-organisation ADIVALOR** organise the recovery of empty plastic containers and facilitate their dispatch to sorting centres. Other packaging waste is also collected through suppliers, dropped-off at waste collection centres or via waste management service providers. More specific industries collect certain types of waste, such as used oil and descaling solutions.

The Champagne region's winegrowers share certain treatment facilities, such as aerated storage facilities, which treat winegrowing effluent using a biological process. This solution is completed by spreading the effluent on agricultural land and connecting it to communal networks.

Thanks to the interaction between wineries and distilleries, **the valorisation of wine by-products** (marc, sludge and lees) enables new products to be created (bioethanol, potable alcohols, grape seed oils, fertilisers, compost, animal feed, etc.).

Winegrowing biomass is also being promoted. In the vineyards, vine shoots are shredded and reincorporated into the soil, and roof timbers are collected for energy recovery.

92%
OF WASTE TREATED
THANKS TO R&D

100%
OF EFFLUENT TREATED
SINCE 2014

110,000 t
OF BY-PRODUCTS ARE
VALORISED EACH YEAR

80,000 t
OF WOOD CHIPS ARE
VALORISED EACH YEAR

DEVELOP INDUSTRIAL AND REGIONAL ECOLOGY IN CHAMPAGNE



Create successful synergies between wineries and their suppliers? That's the ambition of the **experimental Épernay Synergie Vin (EPSYVIN) programme**, launched in 2018.

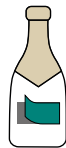
EPSYVIN brings local industries together to pool their goods and services, optimise the use of natural resources and reduce environmental impact.

In the Épernay conurbation, more than **70 wine and Champagne-related businesses** have taken part in a number of joint initiatives:



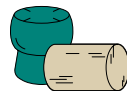
THE SINGLE DECLARATION

Since 1995, the industry, through the Comité Champagne, has made a **single declaration to Adelphe** to simplify the procedures for its members in relation to their **obligations to finance the recycling of household packaging** placed on the French market (bottles, corks, wire cage, lids and cartons).



COLLECTION AND RECYCLING OF SELF-ADHESIVE LABELS

In partnership with manufacturers and printers



COLLECTION OF USED CORKS

For recycling by: ESAT Les Ateliers de la Vallée

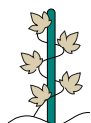


GROUP PURCHASE OF GREEN ENERGY



COLLECTION OF BROKEN PALLETS

To repair and reuse them



RESEARCH FOR OUTLETS TO ADD VALUE TO THE FRAMEWORKS AND STUMPS OF VINES

“

A project such as EPSYVIN demonstrates that synergies make companies more competitive and respond to a number of local issues. It's a new approach that is mutually beneficial, creates jobs, is beneficial for the environment and brings together public and private players.

BENOÎT DEVAUX

Regional eco-design coordinator, ADEME Grand Est

CHALLENGE 3.3

CONTRIBUTE TO LOCAL ROOTS AND PLAY A DRIVING ROLE IN REGIONAL COHESION

The Champagne industry, which cannot be relocated, only exists because of its **link to the region**: its geographical location, the characteristics of the soil and the handing down of generational know-how. Everyone in Champagne, even those who don't work for the industry, is impacted by this central activity in the region.

AN INTERNATIONAL STANDARD

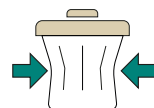
ISO 26000, the international standard for CSR, **defines local involvement** as "an organisation's work in close proximity to a community, aimed at preventing and resolving problems, creating local value, fostering partnerships with local stakeholders and adopting a responsible attitude towards the community".



THE CHAMPAGNE INDUSTRY IS FIRMLY ROOTED IN THE REGION, AND THIS IS REFLECTED IN ITS DAY-TO-DAY OPERATIONS:



ITS CONTRIBUTION TO THE DEVELOPMENT OF A WIDER ECOSYSTEM TO WHICH IT IS CLOSELY LINKED
Job creation, investment, outreach and sharing value



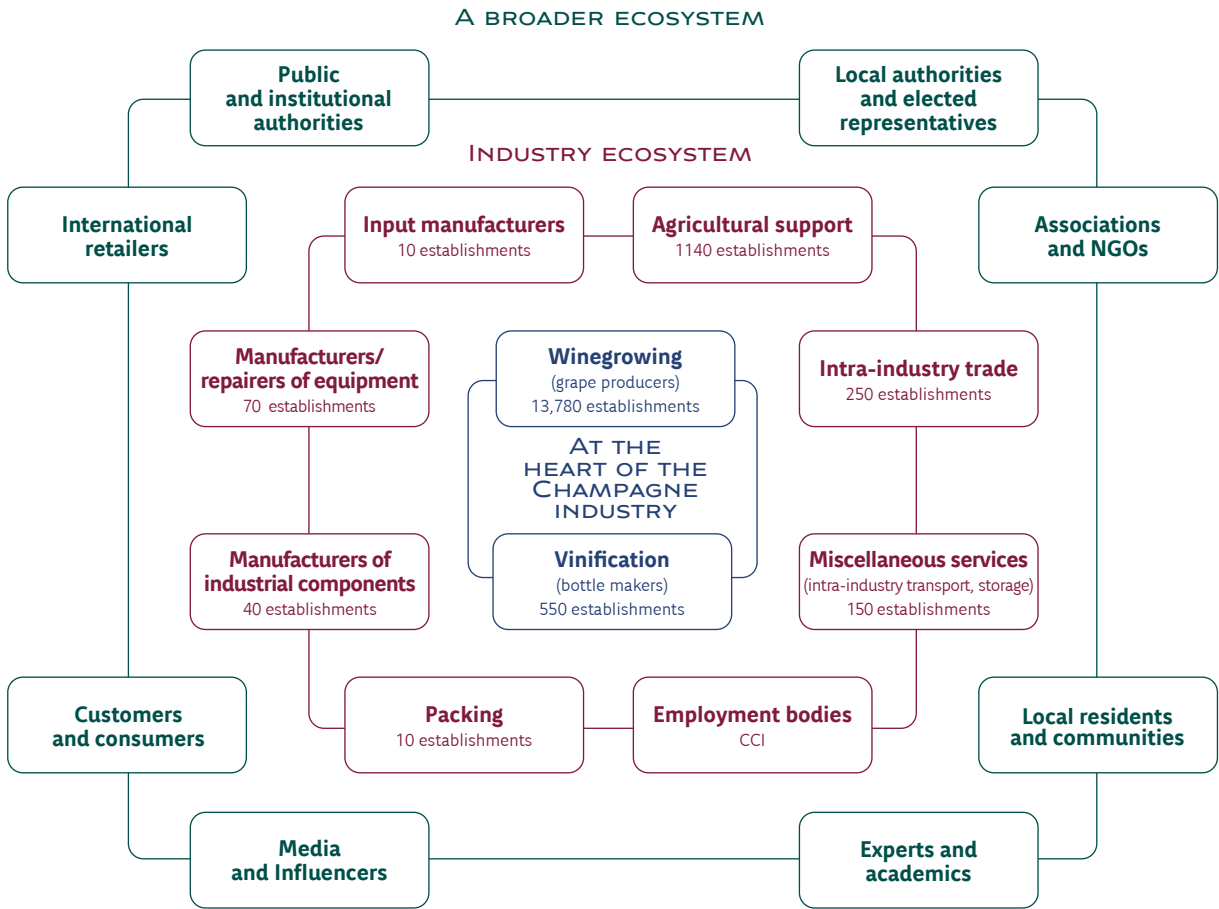
AWARENESS OF ITS NEGATIVE EXTERNALITIES
Actions to control the consumption of natural resources and reduce waste and nuisance



STRENGTHEN ITS RESILIENCE THROUGH THE DYNAMISM OF PROJECTS CARRIED OUT BY OTHER STAKEHOLDERS AND THE SUPPORT OF POTENTIAL PARTNERS (network of SMEs, experts, start-ups)

WORKING TOGETHER ON COLLECTIVE ISSUES

In 2023, the Comité Champagne **drew up a map of its wider ecosystem**: this work will be enriched by exchanges with various stakeholders. The Growers and Houses, at the heart of the industry, are directly affected by the economic, environmental and social issues facing the members of their ecosystem (climate, biodiversity, urbanisation, mobility, housing, food transition, health). **They are also involved in the necessary transitions in the region**, such as development projects, certification processes and the Territorial Climate Air and Energy Plan (PCAET).



AREAS OF COLLABORATION BASED ON THE 3 PILLARS OF SUSTAINABLE DEVELOPMENT

ECONOMIC PILLAR

Work to ensure that the wealth created is fairly distributed across the region
(production, exports and local purchases)

Create direct or indirect jobs
(household consumption and tourism)

Innovate in related activities while limiting the negative externalities associated with economic development
(packaging, transport)

SOCIAL PILLAR

Foster relations with the academic world
to develop skills and make jobs more appealing
(winegrowing high schools, local units for school inclusion, universities)

Support community life and local events
to help people live together better

Working with town halls and residents' associations
to promote social cohesion within villages

ENVIRONMENTAL PILLAR

Take action to reduce CO₂ emissions
in collaboration with the Grand Est region, ADEME* or the water agency

Support agricultural research and development (R&D) projects
(Terrasolis innovation cluster supporting the low-carbon transition)

Contribute to the regional challenges
of the transition to a low-carbon, circular and more resilient economy

CO-CONSTRUCTION OF WINE TOURISM PROJECTS

Champagne's exceptional image is attracting a growing number of wine tourists to the region. As well as numerous individual initiatives, the industry plays **a key role in coordinating and leading various players from the region** via the Comité Champagne and the Mission Coteaux, Maisons et Caves de Champagne. **While staying true to its neutrality, it supports numerous collective initiatives.**

Discover the "White Paper"
on wine tourism in Champagne



1953
Launch of the Champagne Touristic Route
with the installation of communal signage

2010
Publication of a Hachette guide
"Sur la Route des vins de Champagne"

2018
Co-creation and leadership of
Champagne Wine and Tourism Group
(Comité Champagne, Mission Unesco,
tourism and regional players, etc.)

2019
1st Wine Tourism Conference and
publication of a "White Paper"
promoting wine tourism

TOMORROW
Better understanding of supply and
demand via several wine tourism
studies. Launch of a tool to slower
mobility routes

“

The inclusion of the Hillside, Houses and Cellars of Champagne on the UNESCO World Heritage List is an extraordinary recognition, which in turn means that we must continue our efforts to protect and promote our tangible and intangible heritage so that it can be passed on to future generations. The second ten-year management plan, to launch in 2025, will be a wonderful tool to promote the area and ensure the long-term survival of the outstanding universal value of our region and, in so doing, support and relay the industry's corporate social responsibility strategy.

SÉVERINE COUVREUR
President of the Mission Coteaux, Maisons et Caves de Champagne
World Heritage Site

FOR THE WORLD

Contribute to challenges facing society

The Champagne industry is ready to meet the social challenges of our time. For the good of our region and the industry as a whole, we constantly strive to decipher societal and regulatory trends in order to prepare for the future, collectively. With regards to the consumption of our wines, it is our duty to raise public awareness of the need to combine enjoyment with responsible consumption. Finally, we are collectively committed to reducing our greenhouse gas emissions. These three concrete commitments form an essential basis to making a positive contribution to a more sustainable society.





CHALLENGE 4.1

Anticipate changes in society and regulations 52-53

CHALLENGE 4.2

Support responsible consumption 54-55

CHALLENGE 4.3

Reduce greenhouse gas emissions 56-59

ANTICIPATE CHANGES IN SOCIETY AND REGULATIONS

The global context is undergoing a number of changes: climate change, geopolitical crises, increasing regulation, tech innovation, new consumer trends, and so on.

Monitoring and anticipating these changes are a key part of the industry's strategy. Its long-term future depends on its ability to evolve.

A FORWARD-LOOKING DIMENSION FOR LONG-TERM THINKING

In-depth Market Intelligence and the **ability to project** are crucial in helping winemakers to plan for the future. Every year, the Comité Champagne carries out a number of studies to understand how consumers in each country are changing, while ensuring that Champagne continues to meet their expectations.

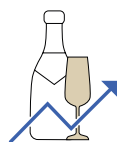
A study of the reputation and image of Champagne wines has been carried out every two years since 2018, highlighting changes in consumption patterns around the world:



A MORE HEDONISTIC
DEMAND



CONSUMPTION PATTERNS
BASED ON RESPONSIBLE
PLEASURE



GROWING EXPECTATIONS
IN TERMS OF SOCIAL
RESPONSIBILITY,
PARTICULARLY AMONG
YOUNG BUYERS



EUROPEAN PPWR* REGULATIONS

An example of a bill

In order to reduce the amount of packaging and packaging waste, the draft European PPWR regulation **sets targets for reuse, recycling and sorting instructions**. The industry is **closely monitoring these regulations**, and has **highlighted the specific characteristics for Champagne** to ensure that the rules are tailored to its needs.

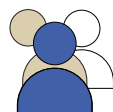
For example, the shape of the Champagne bottle should be taken into account when calculating the amount of empty space allowed in packaging.

A TEAM OF EXPERTS DEDICATED TO REGULATORY MONITORING

The regulatory watch **covers all issues that could have an impact on the industry** in France, within the European Union, but also the markets where Champagne is exported. **This helps ensure that Champagne producers' interests** will continue to be taken into account for future regulations, and to further **anticipate the impact of these regulations** on the Champagne industry.

Depending on the situation, the impact may be positive (remove entry barriers into a country), negative (new constraints) or neutral (a simple change that everyone needs to know about).

On a case-by-case basis, **issues are discussed with the stakeholders concerned**, within the Champagne industry (UMC, SGV, companies affected) or the Wine industry (CNIV¹, FEVS², UMWIN³, WOA⁴)



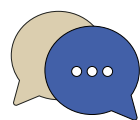
Within the Comité Champagne, a cross-functional **group of experts**, including **representatives from each department**, has overseen regulatory monitoring for the industry since 2021



They identify **the risks and opportunities** associated with regulatory changes



They **share information** with industry professionals via digital communication and by publishing themed guides



They **propose solutions** that the industry could adopt and possible actions to take

“

Regulatory challenges often transcend the boundaries of our individual wine regions. Working together within the Wine Origins Alliance offers an extraordinary opportunity to develop an international regulatory watch, develop shared strategies, and convince policy makers to adapt rules to protect our wine place names. In these efforts, the Champagne industry provides leadership, and is a strong and forward-thinking ally.

LINDA J. REIFF

Co-chair of the Wine Origin Alliance
President and CEO of Napa Valley Vintners

¹ National Interprofessional Committee for Appellation of Origin and Geographical Indication Wines (CNIV)

² French Federation of Exporters for Wine and Spirits (FEVS)

³ Union of Houses and Wine Brands (UMVIN)

⁴ Wine Origins Alliance (WOA)

SUPPORT RESPONSIBLE CONSUMPTION

Responsible consumption is a "rising" social issue across various groups of people: professionals first and foremost, prevention associations, public health bodies and legislators in many countries, particularly in Europe. It is gradually having an impact on consumer perceptions and habits.

Champagne producers **embrace "conscious" and "controlled" consumption**, by emphasising that our great wines are the products of a unique and exceptional terroir, and by inviting consumers, through tasting experiences, **to discover a region steeped in history, geography and culture**. This attentiveness applies to our consumers, to the visitors we welcome "on our estates" and to our employees and seasonal workers who work in the vineyards and in the Cellars. We also relay these messages regarding responsible drinking to all our advisers.

Throughout the world, Champagne is associated with celebrations and special events. Despite this rather unique status, **we are very much aware of changes in society and the need to take them into account in everything we do**. We are determined to prevent the risks associated with excessive or unacceptable consumption (pregnant women, minors, drink-driving, etc.).

PROTECTING VULNERABLE PEOPLE AND RAISING AWARENESS OF RISKY SITUATIONS

Regulatory compliance in France (Evin Law) **and around the world** (ABAC Code of Responsible Marketing in Australia, federal laws in the United States, etc.) **is obviously a prerequisite that every player in the industry respects**. It is clear within all its communication: including age filters that restrict minors from access to collective websites, visuals and speeches that comply with the Evin law, health& safety messaging, etc.

The Comité Champagne is also providing the entire industry with a **digital regulatory information platform**. This will include regulations concerning health claims and public health measures that must be complied within each country. Finally, the Comité Champagne offers tools to help Champenois integrate responsible drinking into their wine tourism activities (including offering breathalysers at preferential rates).

PROMOTING RESPONSIBLE CONSUMPTION OF OUR WINES

The Comité Champagne is the main contributor to **Vin & Société**. Set up in 1995, **this unique organisation in France brings together and represents all the players in the wine industry:** merchants, Growers and interprofessional organisations.

Promoting responsible consumption, Vin & Société is involved in developing prevention and educational initiatives aimed at the general public and professionals (from amateurs to experts). It is also part of the European "Wine in Moderation" network.



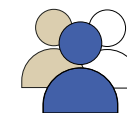
Here are a few examples of actions taken:



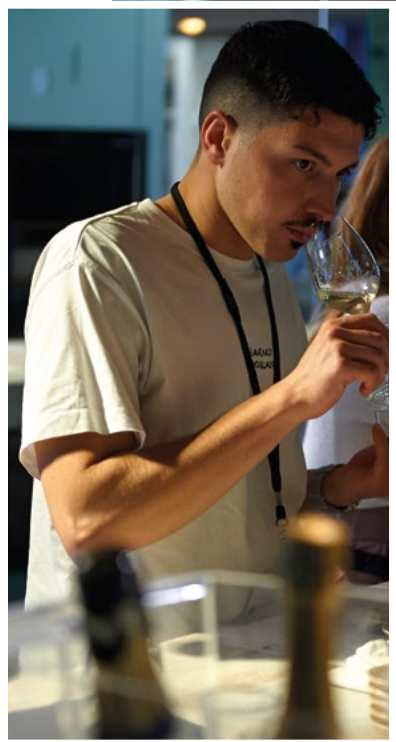
For
RESPONSIBLE WINE FESTIVALS
throughout France
175,000 BREATHALIZERS ORDERED
from 2021



More than
700,000 RESPONSIBLE CONSUMPTION GUIDES
have been distributed
in cellars since 2015



4,000 PROFESSIONALS
in the French wine industry
have been trained in responsible
communication by 2020



CHAMPAGNE EDUCATION

Supporting responsible consumption is one of the fundamental pillars of each of the training courses provided by the Comité Champagne for wine professionals and future professionals, who are the main intermediaries with consumers.



Page dedicated to moderation and document on responsible drinking available on the website



Educators to remind drinking moderation during each masterclass and tasting



New e-learning course incorporates a chapter on responsible consumption in each of its 3 levels

Discover the official Champagne training website
champagne.education/en

WORKING COLLECTIVELY

Moderation is not a recent concern; it has always existed amongst individuals in the industry. **Beyond individual practices, we are convinced that there is an interest in acting collectively to inspire safer and more conscious consumption**, by highlighting some of Champagne's key characteristics: i.e. communicating on Market Intelligence with regards to history, geography, craftsmanship, a limited production far from the logic of volume, and highlighting its association with refinement and celebration. The challenge of "supporting responsible consumption" has therefore been identified as a focal area of work for the Conseil Interprofessionnel in 2025.

Our organisation works to promote both the unique cultural position wine has in our country, and to respond to society's expectations in terms of responsible consumption. Our mission is to build a constructive dialogue between the wine industry and our society, by developing programmes to raise consumer awareness on responsible drinking, particularly in tastings, understanding winegrowing traditions and the risks associated with excessive consumption.

KRYSTEL LEPRESLE

Director of Communication of Vin & Société

CHALLENGE 4.3

REDUCE GREENHOUSE GAS EMISSIONS

Agricultural production accounts for **20% of direct greenhouse gas emissions** in France (livestock rearing, manure, spreading of nitrogen fertilisers, energy use for greenhouses and farm machinery, etc.).

Established by the law of 17th August 2015, the **National Low-Carbon Strategy (SNBC)** is France's roadmap for combating climate change. It sets out a path to reduce greenhouse gas emissions, **with the aim of achieving carbon neutrality by 2050**.

This means changing practices in all sectors towards a low-carbon, circular and sustainable economy. The Champagne industry, for its part, has already been working for over 20 years to reduce its impact on the environment.

THE CHAMPAGNE INDUSTRY PIONEERS THE CARBON CHALLENGE

Aware of the impact of their activities on greenhouse gas emissions, everyone involved knows that the appellation's long-term future depends on the climate.

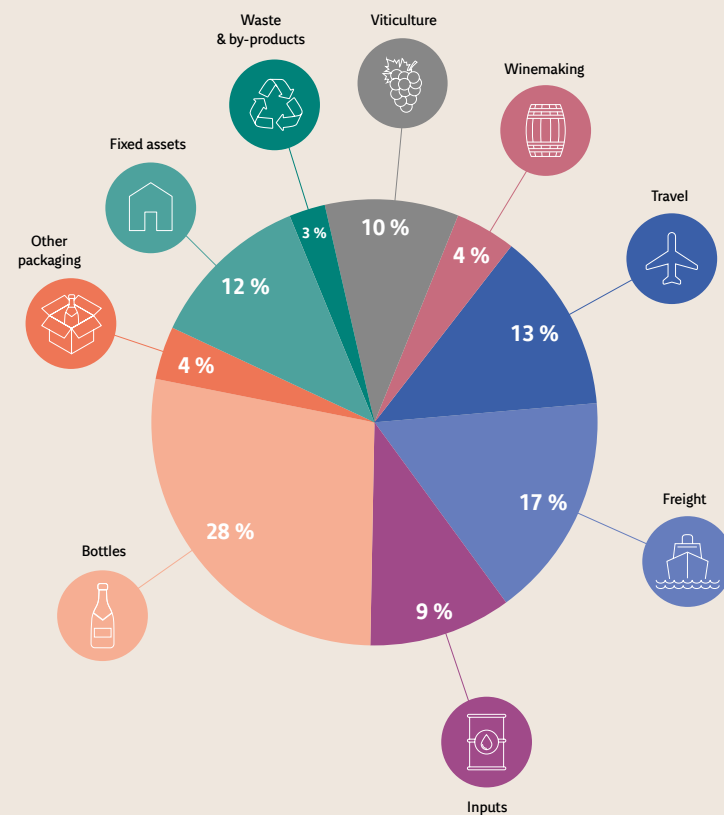
That's why the **Champagne industry is proactive, being the 1st wine-growing region in the world to have carried out its Carbon Footprint assessment as early as 2003**.

It is updated every five years to keep track of changes in our emissions.



TOTAL INDUSTRY CARBON FOOTPRINT

Emission items in the total carbon footprint of the Champagne industry - 2023



Every player in the production chain must act to reduce the industry's carbon footprint. **Since 2005**, the Interprofession has had a **Carbon Plan** (which is reviewed every ten years) to encourage the implementation of concrete actions to reduce emissions at every level of the value chain.



AN AMBITIOUS, PRAGMATIC ACTION PLAN

In line with the **Paris Agreement**, the objective set for 2022 of achieving "**Net Zero Carbon**" requires first and foremost a **75% reduction in greenhouse gas emissions** via a very broad Carbon Plan (see next page).

However, the Champagne industry remains realistic: these actions aimed to reduce emissions will probably not be enough to achieve "Net Zero Carbon" by 2050.

At the same time, **we need to find the best solution to offset the remaining 25% by encouraging local action:** storing carbon in the vineyard in the soil or hedgerows, supporting regional projects linked to agriculture, energy, forests or wetlands. All avenues are currently being explored.

2003

The world's 1st Carbon Footprint within the wine industry

2005

Carbon Plan 1
Objective -25% by 2025: lighter bottles, eco-construction, carbon calculator, promotion of bioresources in the industry...

2015

Carbon Plan 2
Electric machinery, sustainable viticulture, energy efficiency, circular economy, maritime freight under sail...

2018

Carbon Footprint -15% reduction in CO₂ emissions since 2003

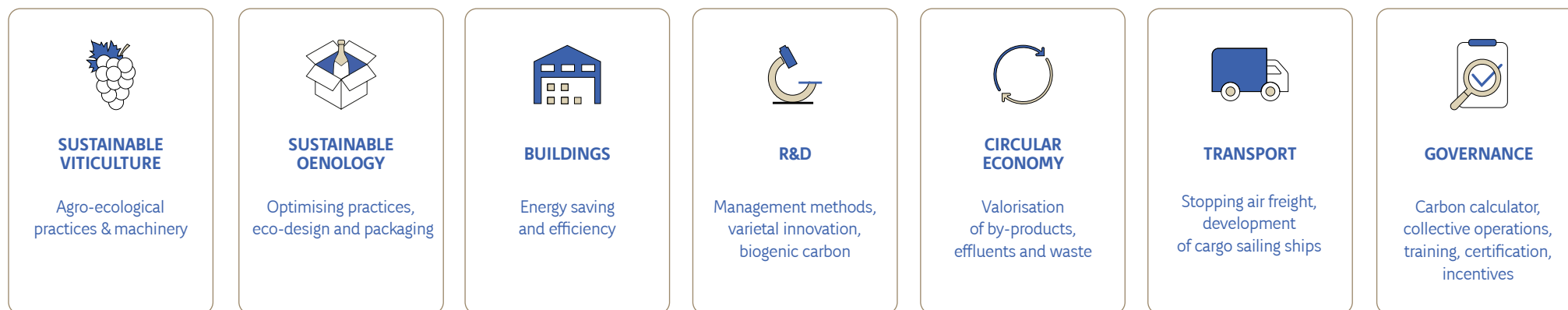
2025

Publication of the 5th **Carbon Footprint** and construction of **Carbon Plan 3**

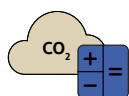
TOMORROW

"**Net Zero Carbon**" objective by 2050

THE CHAMPAGNE CARBON PLAN PROPOSES 90 ACTIONS IN SEVEN AREAS COVERING THE ENTIRE VALUE CHAIN



Among the actions implemented as part of **Carbon Plan 2**, three initiatives will enable us to collectively aim for "**Net Zero Carbon**" by 2050:



CARBON CALCULATOR

Accessible and free of charge on the interprofessional extranet, it enables self-assessment and identifies corrective actions



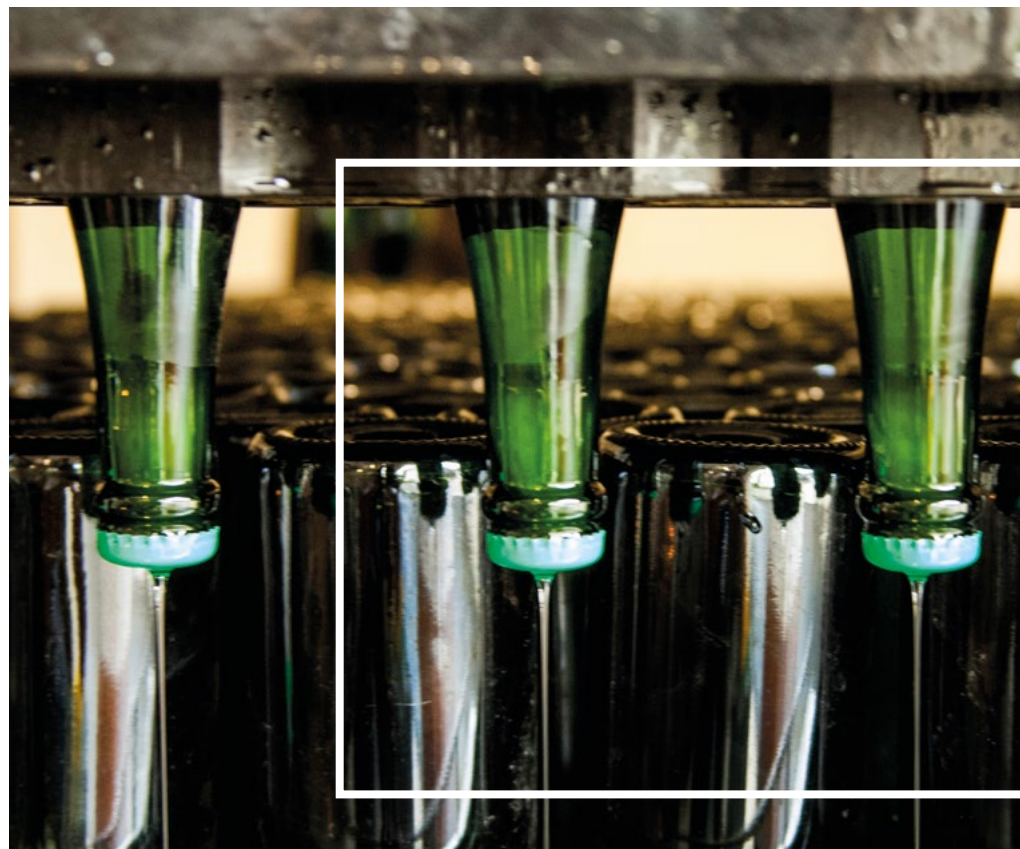
COPERNIC PROJECT

Launched in 2021, the "COMPétitivité et PERformances éNergétiques des Installations vitivinicoles de la filière Champagne" project brings together 50 producers (Growers, Houses, Cooperatives) and promotes energy sobriety and efficiency as well as renewable energies



GOOD CARBON DIAGNOSTICS

Financed by the **Environment Agency**, it will enable the execution of **Carbon Footprint** assessment for new producers and raise their awareness on the need to reduce emissions



TRANSPORT: DEVELOPMENT OF SAILING FREIGHT

Since 2017, the Champagne industry has been supporting initiatives to develop **sailing freights** for major exports. This solution is particularly relevant for transatlantic shipments.

After the first crossings by restored schooners (2 to 15 pallets), innovative sailing cargo ships (800 to over 1,000 pallets) are now being launched.

FROM THE LIGHTWEIGHT BOTTLE TO THE "BOTTLE OF THE FUTURE"

Following the industry's first carbon footprint assessment in 2003, the eco-design aspect of the first Carbon Plan called for a lighter bottle. Tested and then rolled out across the industry in 2011, the weight of the standard bottle has been **reduced by 7%**.

This will reduce the carbon footprint of glass production by 11,200 tCO₂e* and transport by 5,800 tCO₂e, amounting to a total of 17,000 tCO₂e.

This represents the emissions of 1,700 people in France. Today, with the **"Bottle of the Future"** project, even lighter bottles are being tested.

*Unit of measurement: tonnes of CO₂ equivalent



“

Although the issue of reducing greenhouse gas emissions might not occur to the average person, the Champagne industry has been actively tackling the issue for the past 20 years. It is one of the very few wine industries to have reduced its total emissions while increasing its volumes. This success has not come out of the blue: it owes a great deal to an interprofessional committee that has been a driving force behind the initiative, to working in partnership with all the players in the industry, to a system of governance that involves many on the ground, and to forward-thinking in the long term.

JEAN-MARC JANCOVICI

Head of Carbone 4

Creator of the "Bilan Carbone" method

OPENING

This impact report formalises our industry's Corporate Social Responsibility strategy for the first time. It identifies priority issues to ensure the long-term future of the Champagne appellation, but above all, it highlights the actions already taken by the people of Champagne and the objectives we have set ourselves collectively.

For us, the process is just as important as the result: interviewing all our stakeholders, both internal and external; carrying out a diagnosis of the challenges facing our industry, leaving no stone unturned; drawing up a roadmap based on a shared vision; communicating our commitments transparently. It's a long, exciting and structured process.

This exercise highlighted a great convergence of views among all the industry players, and a clear determination to ensure that this collective effort prevails to guarantee the long-term future of the industry and each of its economic operators.

The environmental objectives were already very well structured, and the targets clearly set and known by all. On the other hand, the assessment shed light on new objectives for the economic and social pillars in the industry, such as value sharing, collective commitment, protection of the appellation, etc. Aiming for excellence and sustainability in Champagne requires the commitment of all the people of Champagne. This is a strong expectation from our partners and consumers who associate Champagne as exemplary. We must live up to this mark of trust.

And there is no shortage of projects. In addition to the projects mentioned, the Comité Champagne will soon be offering every Grower and every House concrete tools to help them make an individual commitment, for the benefit of the collective.

We will regularly communicate and share our experience.
Meanwhile, the industry continues its hard work.

CONSEIL INTERPROFESSIONNEL DE CHAMPAGNE

February 2025



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Unless otherwise stated, data from Comité Champagne

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ALCOHOL ABUSE IS DETRIMENTAL TO YOUR HEALTH.
PLEASE DRINK RESPONSIBLY.



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