



## ECOLOGICAL FACTORS

Assessment of sustainability in terms of climate, soil, biodiversity, consumption of raw materials, energy and water in the areas of:

- **grape production**
- **wine production**
- **vineyards**



## ECONOMIC FACTORS

- **Sustainable operations management**  
Operating figures, risk analysis, optimisation opportunities, intercorporate use of machinery
- **Encouraging regionality**  
Preferential conditions for regional producers, possibility of cellar door sales
- **Economic sustainability**  
Company activities and contributions towards public welfare

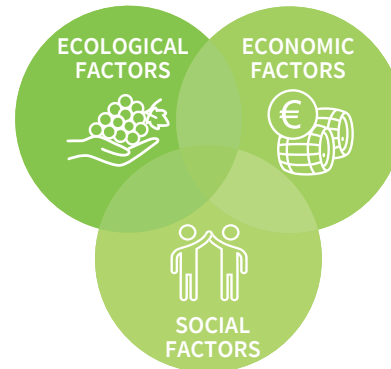


## SOCIAL FACTORS

- **Employee protection**
- **Fair wages**
- **Social security**
- **Selection of external service providers**  
Buying 'clean' services
- **Sufficient upskilling**  
Education and training
- **Positive working atmosphere**
- **Integration**
- **Job security**

# 'SUSTAINABLE AUSTRIA' CERTIFICATION

As part of a scientific project spanning multiple years, the Austrian Winegrowers' Association has developed an online tool for analysing how sustainably the domestic wine industry operates. Only winegrowers who meet specified standards with regard to ecological, economic and social factors are permitted to label their grapes and wines with the 'Sustainable Austria' seal.



**SUSTAINABLE AUSTRIA**  
Enjoying wine responsibly

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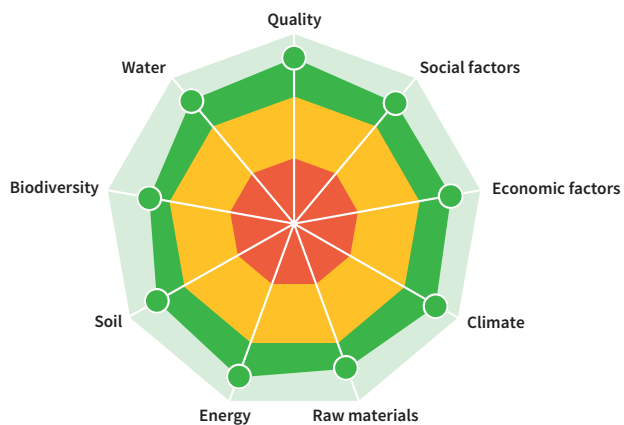


# SUSTAINABLE AUSTRIA

The 'Sustainable Austria' seal from the Austrian Winegrowers' Association has been a pioneering project internationally since its introduction in 2015. This seal gives grape growers and wine producers the opportunity to have their sustainable operating practices officially recognised.

Assessment by an independent auditing company forms the foundation of the seal's awarding process. The company assesses and rates all sustainability measures involved in the production of a single vintage. From the grapes in the vineyard through to the bottles of wine on the market, all sustainability measures are assessed in relation to ecological, economic and social factors. In total, the sustainability assessment covers around 360 measures across 9 different areas: quality, social factors, economic factors, climate, raw materials, energy, soil, biodiversity and water.

The assessment's results are shown on a radar chart, which reveals a company's current status in terms of sustainability, as well as opportunities for improvement.



The 'Sustainable Austria' seal is unique in the way that it puts the focus on the complex impact that the sustainability measures have on one another. Each measurable is assessed with regard to the knock-on effect it has on all the others.

Sustainability measures with particularly positive ratings:

- Avoiding insecticides or weed killers
- Reducing greenhouse gas emissions
- Promoting soil fertility
- Establishing areas with high biodiversity, provision of insect hotels and using stone walls
- Improving efficiency in the use of energy and raw materials
- Committing to renewable energy and green electricity (ecolabel 46)
- Monitoring social standards
- Sustainable operations management

A business is only allowed to use the 'Sustainable Austria' seal on its labels if it has met the high standards specified in the assessments.

The 'Sustainable Austria' seal is based on scientific assessments performed by sustainability experts. The ultimate aim is for wine production to be more environmentally friendly, more efficient in its use of natural resources and more responsible in terms of eco-social factors.



SUSTAINABLE AUSTRIA



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