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LEADING THE CLIMATE CHANGE MOVEMENT IN NEW ZEALAND WINE

3SIXTY2

ABSTRACT

New Zealand Winegrowers has committed to the goal of the New Zealand wine industry being net carbon zero before 2050. The pledge was in response to the New Zealand Government announcing the Climate Change Response (Zero Carbon) Amendment Bill.

The challenge for many little businesses is that the compliance, process, audits, time and resources involved with carbon offsetting outweigh the cost and benefits of the actual offset. With the support of both CarbonClick (a New Zealand carbon offset provider) and New Zealand Winegrowers revised Sustainable wine accreditation (SWNZ) moving to a more quantitative approach New Zealand wine could be in a position to be carbon neutral should they choose before 2025.

By applying a systems thinking lens to climate change that includes everyone, even the littlest of wine producers, we can drive more efficiencies of mitigating our impact on global warming.

This is well underway with SWNZ. Quantitative metrics give the industry benchmarks within regions to not only reduce their carbon footprint, but also to offset.

START DATE

15/01/2020

END DATE

Ongoing

PARTNERS

Sustainable Winegrowers | CarbonClick | Sustainable Business Network | The Porto Protocol Foundation



3sixty2

COMPANY SUMMARY

3sixty2 is a little wine producer from Marlborough committed to sustainable excellence and finding carbon offset solutions for areas in which we cannot eliminate/reduce.

WEBSITE

<https://3sixty2.com/>



SUSTAINABLE TARGET:

| UN Sustainable Development Goals | Global challenge | My vision | Deliverables | Strategy |
|---|---|---|---|--|
|  <p>13 CLIMATE ACTION</p> <p>STATUS: ACHIEVED/ONGOING</p> | <p>The Paris Agreement makes it clear we must hold the increase in global temperature to below 2°C or face grave consequences for people and our planet.</p> | <p>To offset all carbon emissions by double.</p> <p>Champion our climate change partner CarbonClick to continue investing in high impact carbon offsetting projects throughout the world.</p> | <p>Enable progressive change in environmentally friendly purchasing choices.</p> <p>To be a leading sustainable wine producer</p> | <p>Bring industry and consumer awareness.</p> <p>Mobilise our network of people to understand how conscious consumption plays a part in reducing climate change.</p> <p>65% of 3sixty2 online customers offset their footprint.</p> |
|  <p>15 LIFE ON LAND</p> <p>STATUS: ACHIEVED/ONGOING</p> | <p>Sustainable Winegrowing New Zealand have identified seven key focus areas aligned with UN SDGs and include.</p> <ul style="list-style-type: none"> - Water - Waste - Pest and disease - Soil - Climate change - People | <p>Embrace and comply with the changes SWNZ have put in place.</p> | <p>To be a leading sustainable wine producer.</p> <p>Join other sustainable organisations to learn about new initiatives yet to be introduced to NZ wine.</p> | <p>3sixty2 has joined and committed to these sustainable organisations / forums / groups.</p> <ul style="list-style-type: none"> - Sustainable Business Network - Porto Protocol - Kellogg Rural Leaders |
|  <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> <p>STATUS: IN MOTION/ONGOING</p> | <p>Every year over 8 million tonnes enters our ocean. This is equivalent to dumping a truckload of plastic into the ocean every minute. The Ellen McArthur Foundation predicts if things don't change, there will be more plastic than fish in our ocean</p> | <p>To eliminate plastics by having all plastic free materials by 2023</p> | <p>Commit to product stewardship, zero plastics and responsible recycling.</p> | <p>Design out plastic. Lead in circular procurement and the way in which wine is packaged. Champion low weight glass and FSC cardboard and paper.</p> <p>Challenge: Plastic in stainless cap. Major R&D is going into making these seals more sustainable.</p> |

REASON WHY

New Zealand should be world leaders in reducing and offsetting greenhouse gas emissions in a cost-effective way, to demonstrate leadership in sustainability and climate change and reduce the environmental impact felt by most NZ wine regions. Beyond offsetting, we have a commitment to offering full transparency to our customers, of where the money for carbon offsets go; this is why we champion working with CarbonClick.



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DESCRIPTION AND STRATEGIES

- We did a life cycle assessment for 3sixty2's carbon footprint and got to what we expect is 80% accuracy. Over time the accuracy will increase. We then offset 200% of that footprint with CarbonClick. Every time a wine is bottled, or released to market, Alice offsets these wines on a per bottle basis per LCA.
- As the industry continues to collect data, the more accurate everyone's carbon footprint will be. I've actively worked on the Sustainable Technical Advisory Group (STAG) to help ensure we make packaging included in considerations.
- Getting started somewhere is important. And although it is not perfect, provides a framework to improve from.

ACHIEVEMENTS SO FAR

- 3sixty2 has become the first wine company in New Zealand to achieve carbon positive status. My entire wine portfolio now commits to a 200% carbon offset every vintage.
- 3sixty2 was New Zealand wines only wine producer to make a finalist for Sustainable Business Network in 2020.
- All wines have scored over 91 points from Master Sommelier, Cameron Douglas MS.

LESSONS LEARNED

- Being a little producer creates complications and weakens negotiation strength for sustainable provisioning.
- Partnering with businesses with aligned values is critical to achieving sustainable development goals. As an example, my first bottling company had very low sustainable ambitions and when I questioned why they did things that way, their response was you are a little client, we do not need you, if you don't like the way we do things around here leave. My new bottling company is the complete opposite: they have world class recycling systems, are going through ToiTu carbon reduce certification, measuring their carbon footprint and are passionate about sustainable efficiencies. Same with labels. My new label supplier is Environmark certified and are always looking for better technology to deliver more sustainable outcomes and less waste. My labelling supplier before them didn't care and also had an attitude that they didn't need our business. That is the reality but a lesson why finding great suppliers and sharing those contacts around is so important.



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NEXT STEPS

- Work through a media strategy for sustainable storytelling and bring awareness to the subject.
- Build out a content strategy online to build awareness around what producers can do and why consumers should care.
- Strengthen my product stewardship implementation and work harder on developing a circular economy business model.

POTENTIAL FOR REPLICATION

Yes