

# *the* PORTO PROTOCOL

*Sponsorship Proposal for  
the **UNPACKING WINE GUIDE**  
August 2024*



# *the* UNPACKING WINE GUIDE

## UNPACKING FACTS & FIGURES

**What:** A guide helping the wine industry reflect and work on their primary, secondary and tertiary packaging in order to reduce their footprint and go circular.

**Why:** To support the industry in combating the effects of climate change and achieving the Paris climate targets.

**Who:** Published by the PORTO PROTOCOL FOUNDATION.

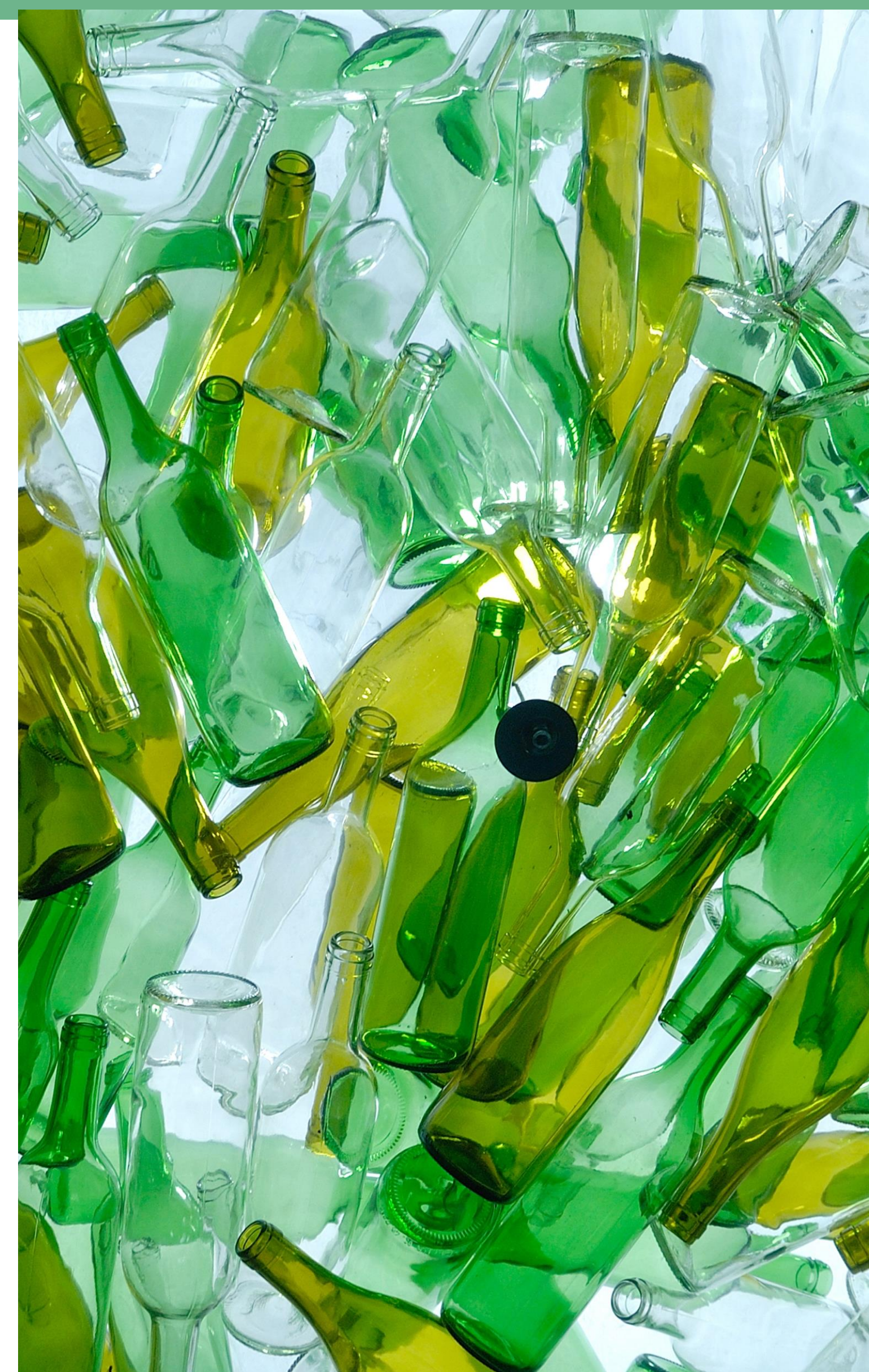
**How:** The UNPACKING WINE GUIDE will be published in digital form and available to the entire industry as a downloadable PDF for 5 euros.

**When:** The guide will be presented at the "Sustainability in Drinks" Event on October 15<sup>th</sup> in London.

**Contributors:** The PP team together with international wine professionals.

**Content:** Solutions and alternatives for glass bottles, capsules, labels, boxes & cartons, paper, pallets, transportation, ...

**Costs:** The production costs including marketing are 35,000 euros: concept, PP salaries, author fees, editing, graphics, social media campaigns, press work, event & expenses presentation in London.



# Why A PACKAGING GUIDE

**Wine producers excel in the art of winemaking, not packaging.** However, in light of environmental concerns and the urgency of the climate crisis, it's crucial to reassess packaging due to its significant impact on the carbon footprint of wine production.

**A PRACTICAL TOOL** that provides solutions to this critical issue will enable the industry to better tackle it. The PORTO PROTOCOL recognized this gap and found itself the perfect position to fill it: this initiative aligns with what we do, the **expertise** we've built over the years, and our **mission**.

Moreover, we are **action-oriented**.

Emphasizing practical steps and solutions that wine producers can and have implemented, leveraging our **network of sustainability pioneers**, compiling this information, and delivering into a **practical tool** backed by our **community's experience, extensive research, and global best practices**, is in our nature.

This is why and how the PORTO PROTOCOL'S **"Unpacking Wine Guide"** came to life.

**A TRUSTED RESOURCE.** Our credibility, global recognition, and comprehensive approach will ensure that this guide will be a trusted resource for industry professionals and consumers alike.



# Unpacking Wine's EXECUTIVE SUMMARY

Packaging in the wine industry is multifaceted, extending far beyond producers' choice of containers. Numerous factors come into play, such as transportation distances, the origin and destination markets of packaging components, recycling rates in target markets, closures, gift packaging, and the sourcing of outer cartons, amongst others.

This guide delves into these complexities, exploring various packaging options -**primary, secondary, and tertiary**- and evaluating the **advantages** and **drawbacks** of each **solution**. Furthermore, for each solution presented, we showcase the **testimonial** of **wine producers** (e.g. Manincor, Sustainable Wine Solutions,

Domaine Dujac, Frog's Leap, among others) that has implemented it.

UNPACKING WINE'S comprehensive and **holistic approach** considers the **entire lifecycle** of **wine** production, ensuring that the guide covers all relevant aspects of environmental impact with interdisciplinary expertise.

**OUR GOAL** is to inspire and drive meaningful change, leveraging the collective expertise of our network to promote solutions that significantly reduce the industry's carbon footprint and foster a sustainable future for wine production.



Click [here](#) to **READ** our  
Packaging Workshop



Click [here](#) to **WATCH** our  
Packaging Workshop



# Unpacking Wine's OUTLINE

## Goals

- **Provide** wine producers with the information and tools needed to make informed decisions about their packaging options.
- **Showcase** and advocate for innovative, eco-friendly packaging solutions within the wine industry.
- **Drive** significant change within the wine industry to reduce its environmental impact through mindful and sustainable packaging choices.
- **Create** a comprehensive resource that facilitates the exchange of knowledge and best practices among wine producers and other industry professionals.

## Scope

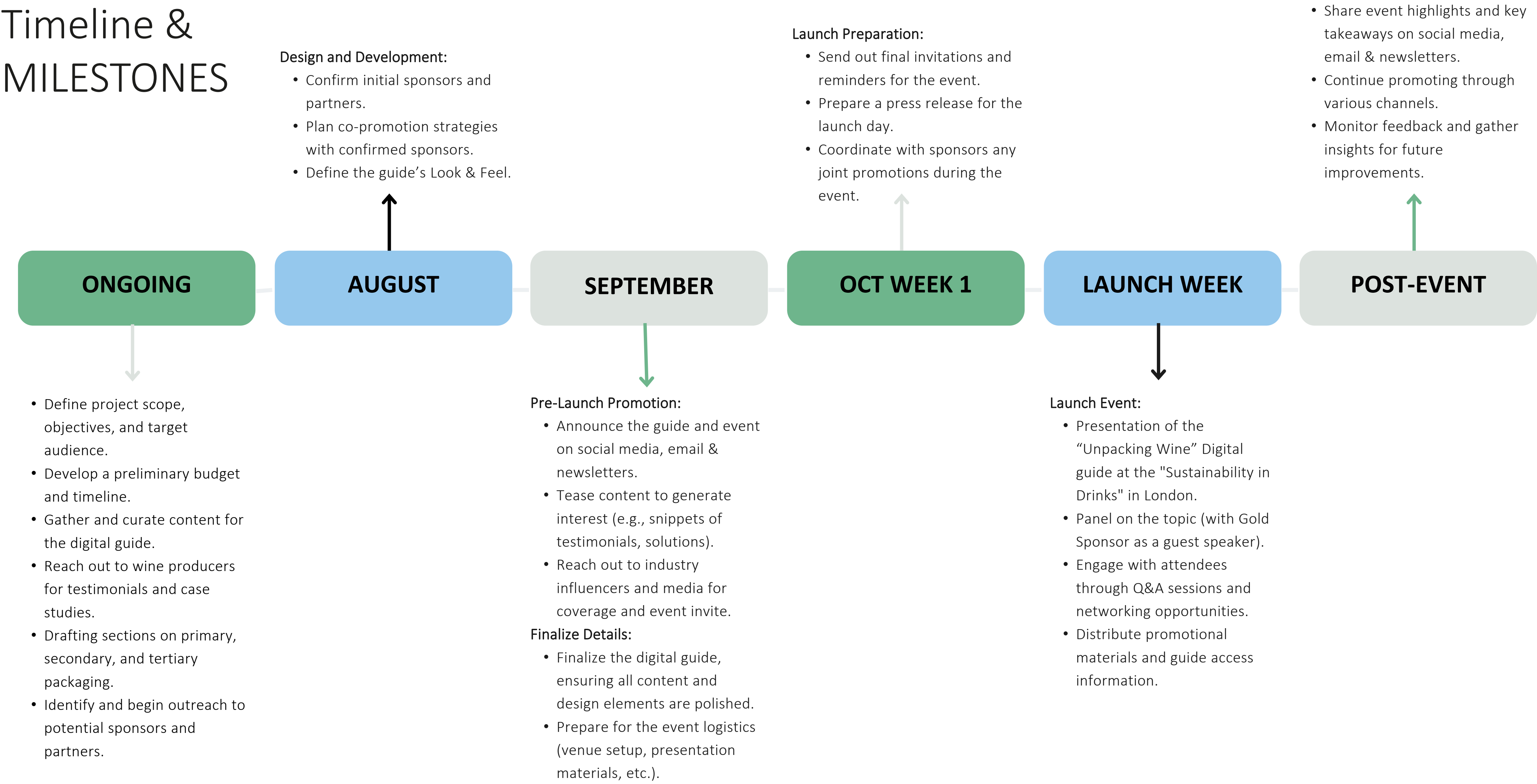
- Wine Packaging Trends
- Environmental impact of wine packaging
- Carbon footprint & Life Cycle Analysis
- Comprehensive Overview of Packaging Options
- Case Studies and Testimonials
- Factors Influencing Packaging Choices
- Interdisciplinary Expertise

## Target group

- Wine Producers and Manufacturers
- Packaging Designers and Engineers
- Sustainability Officers and Environmental Consultant
- Industry Associations and Trade Organizations
- Retailers and Distributors
- Policy Makers and Regulatory Bodies
- Academic and Research Institutions
- Consumers and Wine Enthusiasts Environmentally-conscious consumers
- Media and Industry Analysts



# Timeline & MILESTONES



# The LAUNCH

## Where

Unpacking Wine will be launched at the **Sustainability in Drinks (SiD)** Event. A new, essential and exciting exhibition bringing together producers, suppliers, advisors and thought-leaders.



## When

SiD will start on **October 14th**, featuring keynote speakers Jancis Robinson MW OBE, Judith Batchelor OBE, among others.

On the second day, October 15th, we will launch UNPACKING WINE. This day will focus on engaging the supply chain in the sustainability journey, the great packaging debate – low carbon vs circularity, and the value of employee engagement in sustainability.

# UNPACKING WINE

## How

The guide will be launched in a specific panel, discussing the content with industry and packaging experts. It will be available as a downloadable PDF on the PP website.



# Unpacking Wine's TEAM



*Marta Mendonça*  
Manager



*Cristina Crava*  
Project Manager

Content Managers  
Developers &  
Curators

Content  
Contributor  
& Editor



*Tana Schwarz*  
Communication Specialist



*Sylvia Petz*  
Petz Ltd - Agency for organised  
enjoyment & sustainability



*Melissa Saunders MW*  
Communal Brands / USA

Content  
Advisors &  
Reviewers

# Sponsorship BENEFITS

1.  
This sponsorship provides its sponsor(s) group with significant **visibility** among its targeted audience (wine producers).
2.  
It highlights its **proactive approach** to addressing a major environmental challenge in the wine industry, packaging.
3.  
Partnering with PORTO PROTOCOL, a recognized authority in climate action and sustainability, particularly in an initiative about packaging, leverages the sponsor's **reputation** as a leader in sustainability within the wine industry.



# Sponsorship PACKAGES



## Basic €1500

- Logo placement on the sponsor acknowledgment page of the digital guide and event materials.
- Half-page advertisement in the guide.
- One-time social media mention on PORTO PROTOCOL'S channels.



## Standard €3500

- Logo placement on the inside cover page of the digital guide and event materials.
- Full-page advertisement in the guide.
- Mention during the opening and closing remarks of the event.
- Social media mentions on PORTO PROTOCOL'S channels leading up to and following the event.
- Mention in email newsletters sent to PORTO PROTOCOL'S mailing list.



## Premier €7500

- Prominent logo placement on the cover page of the digital guide, event banners, and all promotional materials.
- A dedicated article or case study about the sponsor's sustainable approach within the guide.
- Full-page advertisement in the digital guide.
- Opportunity to speak at the launch panel of the "Sustainability in Drinks" event in London if the subject/core business fits within the event.
- Participation in a CLIMATE TALK about the guide) if the subject/core business fits within the event.
- Highlighted posts about the sponsor on PORTO PROTOCOL'S social media channels (LinkedIn, Instagram) before, during, and after the event.
- Featured mention in newsletters sent to PORTO PROTOCOL'S mailing list.
- Featured in all press releases related to UNPACKING WINE.

*All Packages are customizable*

# Other SPONSORSHIP OPPORTUNITIES

## 2024: Become a CLIMATE TALK PARTNER

For the last 4 years, in the most consistent fashion, CLIMATE TALKS by Porto Protocol have been the most dynamic and international forum for discussion and exchange of practical knowledge, solutions and best practices – helping the wine industry tackle climate change and reaching 10,000 wine professionals.

These series of dynamic discussions have explored dozens of topics and brought to the table industry professionals, experts, and stakeholders from around the world, sharing their expertise and experiences to inspire action.

### SPONSORSHIP PACKAGE -> €2,500 (3 TALKS)

- Logo placement on all digital event platforms and promotional materials.
- Mention in opening and closing remarks of each session.
- Recognition in event descriptions and social media posts.
- Access to a targeted audience of industry professionals, experts, and sustainability enthusiasts.
- Inclusion in marketing campaigns, including email newsletters, social media, and press releases.
- Ability to share sponsored content or advertisements during the events.
- Alignment with an initiative focused on addressing climate change and promoting sustainability.
- Enhancement of the sponsor's reputation and public image through support of meaningful events.
- Ongoing exposure as events are accessible on-demand via YouTube and podcast platforms.
- Continuous brand visibility as content is shared and promoted over time.



# Other SPONSORSHIP OPPORTUNITIES

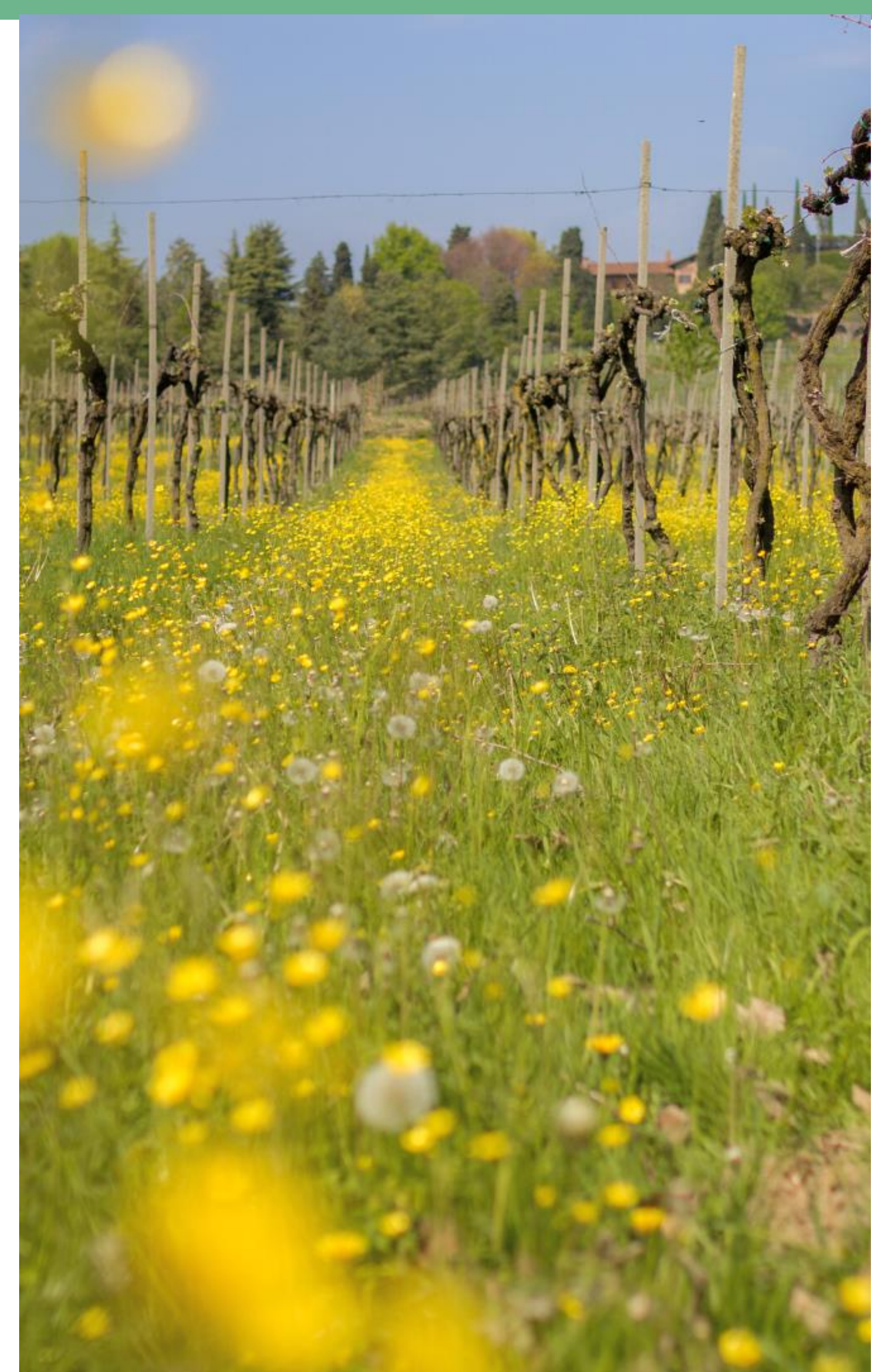
## 2024 Become a PIONEERING PARTNER

Following the success of our previous documentaries, the 2024 edition will be dedicated to the work of our LIVING VINEYARDS COLLABORATIVE NETWORK members, a group of 40 pioneering companies from 14 countries, working together and exchanging knowledge to foster ecosystems services and biodiversity.

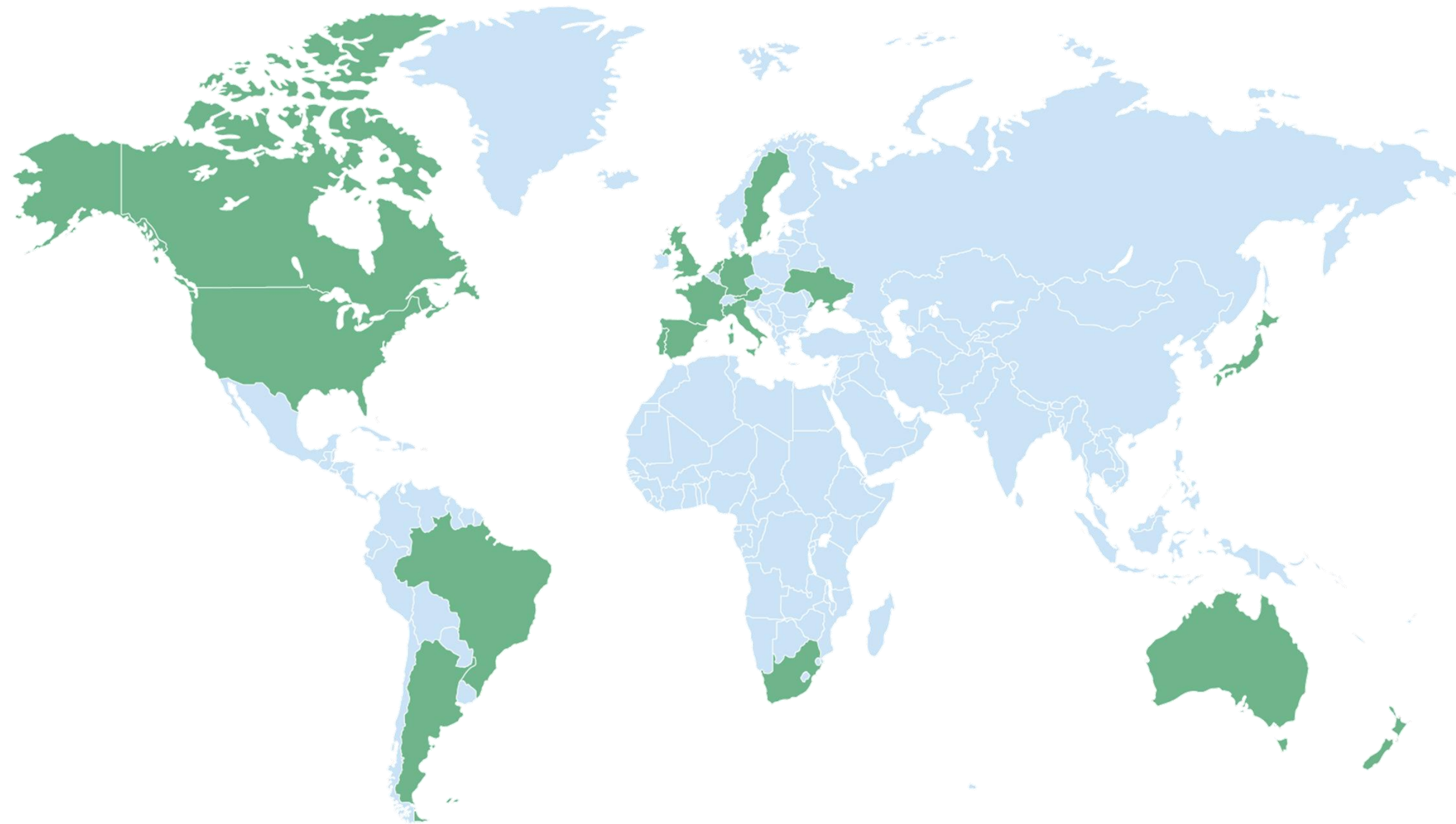
This inspiring piece will showcase the endeavors and solutions of vintners from all over the world, such as Catena Zapata (Argentina), Fattoria La Maliosa (Italy), Paul Cluver (South Africa), Emiliana Organic Vineyards (Chile), Herdade dos Grous (Alentejo), Chateau Feely (France), Jackson Family Estates (USA), among many others.

## SPONSORSHIP PACKAGE -» €3,000

- Prominent placement of the sponsor's logo in the opening and closing credits, as well as on promotional materials.
- Inclusion in all marketing and promotional campaigns, including social media, press releases, and advertising materials.
- Executive Producer Credit
- Association with High-Quality Content



# The PORTO PROTOCOL



**+250** *Members & partners*

**+20** *Countries*

We are a global movement sharing practical knowledge that empowers the wine industry in mitigating climate change and promoting sustainability.

Founded by Taylor's Port, we were born out of the belief that, if we work together, share our successes and experiences, we can achieve systemic change and create a ripple effect that extends far beyond the wine industry.

We act as an **open and dynamic platform of solutions and resources and a network of like-minded companies**, with more than **250 members**, spread across **5 continents, 20 countries**, and the **entire wine value chain**.

We embrace this challenge with creativity and a deep sense of purpose. With a focus on collaboration and innovation, we seek to trigger action and create a community of changemakers who are committed to making a positive impact on the planet.

# What WE DO

## Share & exchange

solutions, best practices, projects, tools, initiatives, articles and studies, either produced by the foundation, shared by our members, and/or national or international institutions, aimed at reducing the impact of climate change.



## Organize

events, seminars and webinars, sustainable tastings, talks, and gatherings, aimed at promoting and inspiring the protection of the environment, reducing the impact of climate change, and preserving natural heritage.



## Build

collaborative networks with like-minded people and companies from all parts of the world around different pivotal topics to address climate change in the wine world, such as reusable bottle schemes and soil management.



# What THEY SAY

## Nicole Sierra-Rolet

Principal at Chene Bleu Winery

*"I hope we will be collaborating together. My motto is "non mihi, non tibi sed nobis" it's on our labels, it means "not mine, not yours, but ours" in Latin. And I think Porto Protocol really embraces these same values."*



## Jason Haas

Partner and General Manager at  
Tablas Creek

*"Porto Protocol is a forum where we share best practices, we learn from our neighbors, inspire each other and one of the great resources out there."*

*"Hope that you join me and other great producers and work towards building a more climate resilient and sustainable wine community".*

## Michael Goëss-Enzenberg

Chairman of respekt-BIODYN  
& Owner of Manincor Winery

*"As a group of biodynamic vintners, it is one of our principles to live, work and produce in a sustainable and ecofriendly way. We are proud to stand by the Porto Protocol to help to change climate again for our future generations."*



# CAN WE COUNT ON YOU?

Let's talk!  
CONTACT



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Let's join forces to create a better wine world together!



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