



the
**PORTO
PROTOCOL**

2024 ACHIEVEMENTS & FUTURE IMPACT



Powered by:



2024

Our Worldwide COMMUNITY

+250 *Members & Partners*

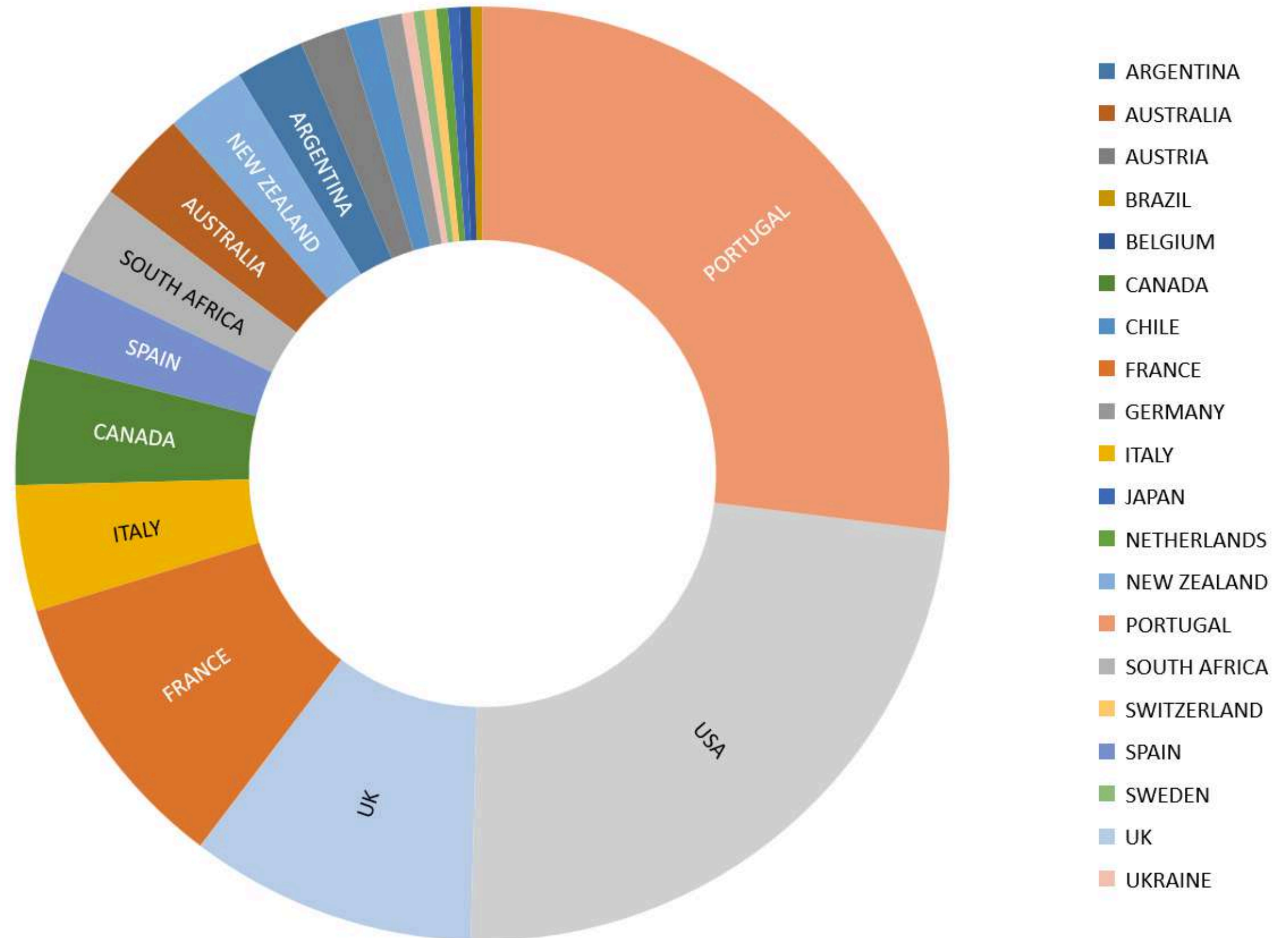
+500 *Companies*

+20 *Countries*

+53% *Wine Producers*

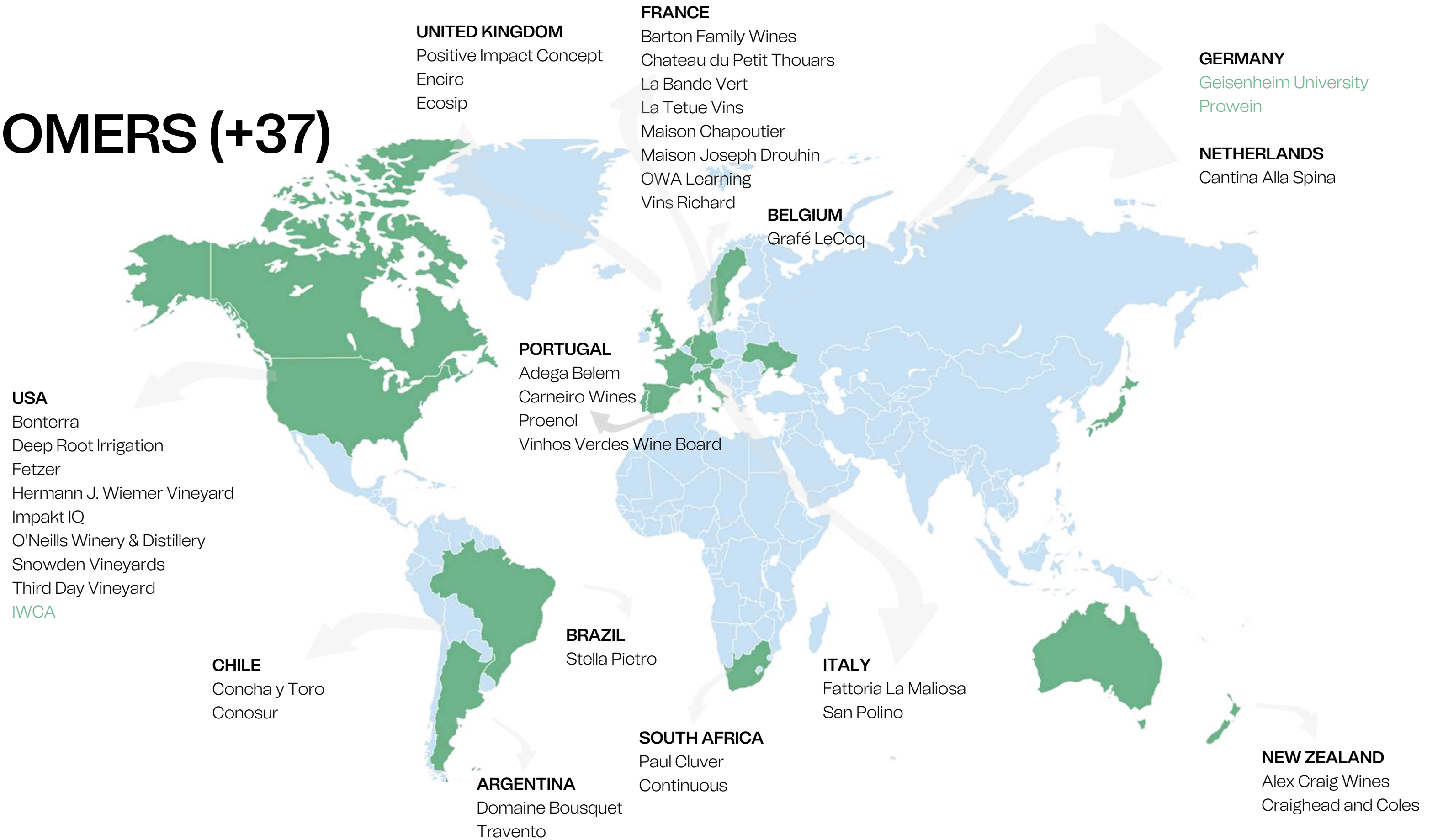
+75K *Hectares of Vineyards*

+1,2B. *Liters of Wine*



2024

NEWCOMERS (+37)



Our TEAM



Mentor & CEO

Adrian Bridge

Leading Team



Marta Mendonça



Cristina Crava



Kenn Pogash



Jennifer Becker

Action Collaborators



Carlos Ramos



Valentina di Chiara

Interns

Global Steering Committee



Diana Seysses
Domaine Dujac



Dr. Greg Jones
Abacela



Nuno Oliveira
NBI



Dr. Richard Smart
Smart Viticulture

International Ambassador



Robin Lail
Lail Vineyards



Anika Wilner
New Zealand



Steven Campbell
Canada



Sylvia Petz
Northern Europe



Antoni Sanchez
Spain



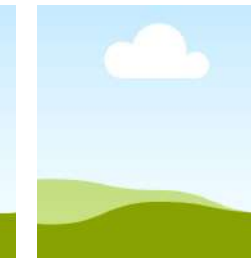
Anne Bousquet
Argentina



Tom Croghan
USA



tbc
France



tbc
Italy

Regional Representatives



Under revision

Expert Panel



Melissa Saunders
MW / Communal Brands / USA
Packaging



Nicolas Quillé MW
Crimson Wine Group USA
Winemaking & Operation



Miguel Cachão
AVIPE / Portugal
Viticulture



Michelle Boufard
Tasting Climate Change / Canada
Hollistic View



Michele Manelli
Salcheto / Italy
Winemaking & Operation



Linda Johnson-Bell
TWACCI / UK
Water



Etienne Neethling
IVM / ESA / France
Viticulture



Anna Britan
Napa Green USA

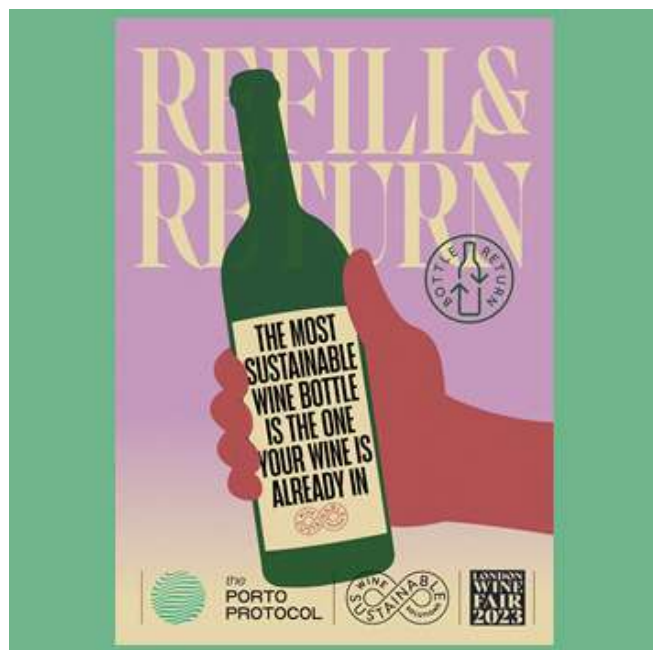
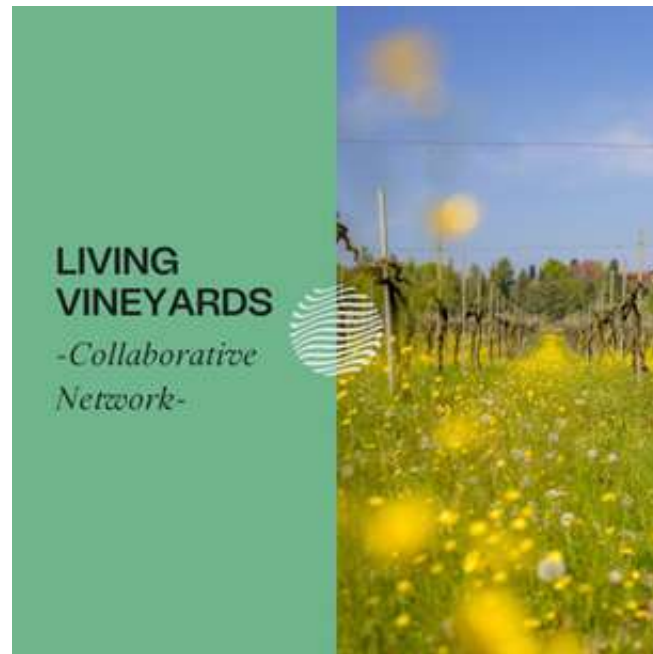
2024 in NUMBERS

+21,5K€	+122K€	+10K	+37	+37k	8
REVENUE	EXPENSES	PEOPLE REACHED	NEWCOMERS	SOCIAL REACH	WORKSHOPS
3	2	15	3	25	
SUSTAINABLE TASTINGS	COLLABORATIVE NETWORKS	SPEAKING ENGAGEMENTS	MEMBER'S PARTNERSHIPS	REVISED SOLUTIONS	
1	1	1	+40	1	6
REPORT	GUIDE	DOCUMENTARY	MEDIA MENTIONS	GRANT	NETWORK EVENTS

2023/24

PROJECTS & MILESTONES

5 Network EVENTS





we've introduced

a symbolic

annual fee

starting at a minimum of **95€**

Your support is crucial



2024 Highs & FUTURE ADJUSTMENTS

H

HIGHS

- New models for knowledge sharing & network strengthening: collaborative networks & Network events in person
- 3 New channels of revenue: Annual Fee, Sponsorships, and Grants
- Launch of our first tangible deliverable with high endorsement
- Organic growth with recognized companies & organizations
- Joint initiatives with partners (RFV, Others)
- New Website & Search Engine
- Expert Panel & Review Protocol

Future

ADJUSTMENTS

- Ensure widely distributed launch of tangible deliverables, leveraging PR, partnerships, and digital channels for visibility and adoption.
- Seek new collaborations for initiatives, communication channels, and funding.
- Improve website SEO and analytics for enhanced searchability and accessibility
- Make the Expert Panel & Review Protocol more dynamic with clearer guidelines and incentives to increase solution sharing.

2024 *Loes* & FUTURE ADJUSTMENTS

LOWS

- Payment Collection & Process Issues
- Resource constraints limiting growth:
- Leveraging on existing content
- Threat to continuity
- Challenges in securing additional funding
- Challenge in assessing impact
- Challenge to get members to share documented solutions
- Member Engagement Variability
- Over-promise in terms of number of projects vs available human and financial resources

Future

ADJUSTMENTS

- Implement an automated payment system for various products to streamline the collection process.
- Create a sponsorship-ready package to attract potential partners.
- Explore grant funding opportunities with member collaboration.
- Leverage existing content to maximize efficiency and resource utilization.
- Develop corporate partnerships with philanthropists to enhance financial sustainability.
- Organize an auction as an additional funding avenue.
- Develop impact metrics (KPIs) based on: a) Member adoption of shared solutions. b) Measurable sustainability improvements. c) Engagement and network growth trends.
- Implement a reward or recognition system to encourage members to share documented solutions (e.g., spotlighting contributors, linking to 101 Climate Solutions for Wine).
- 2-Year vs 1-year projects

2024 P&L

CATEGORY	2024
REVENUE	21 275 €
Membership	9 500 €
Grants	3 500 €
Event Partnerships	2 500 €
Donations	
Trainings	750 €
Sponsorships (Projects, Events, Tastings, etc)	4 425 €
Guide Sales	600 €
Dissemination Partners	0
EXPECTED TOTAL REVENUE	21 275 €

Total Spent: 122K€

Total raised: 21,5K€ (17%)

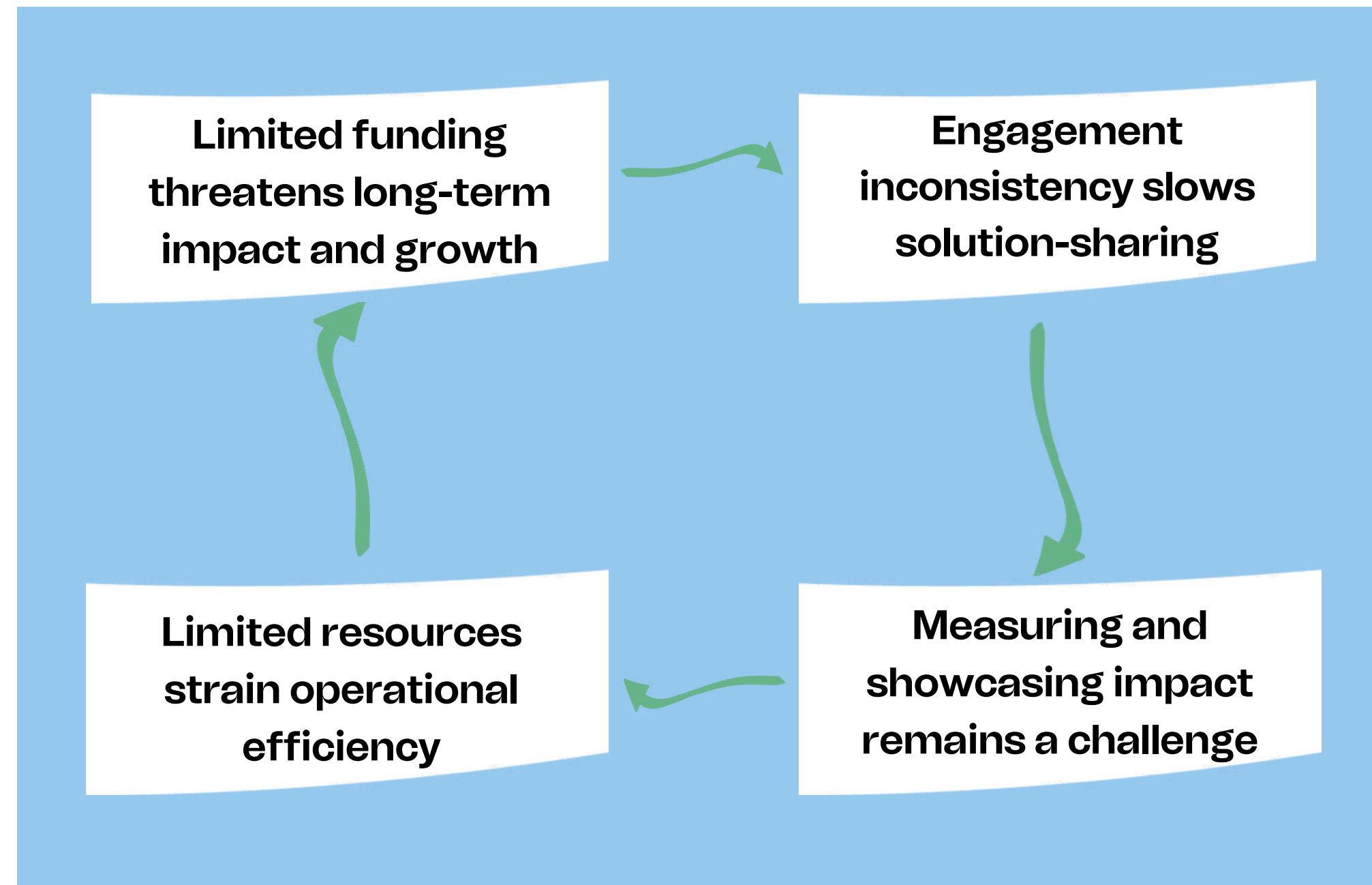
Operation: 16,5K€ (11%)

Taylor's Donation: ~100K€

TOTAL EXPENSES	122 066 €
Core Operations (Personnel)	105 566 €
Operational Tools	6 129 €
Zoom	1 158 €
Canva	108 €
Dreamhost/Mailchimp/Domains	1 346 €
Rede Uniqre	
Website (new site, store)	1 543 €
Graphic/Printed Materials	154 €
Communications/Power	1 820 €
Events & Brand Awareness	4 552 €
Wine Paris	849 €
Slow Wine Italy	849 €
Prowein	0 €
London Wine Fair	849 €
Sustainability in Drinks	849 €
World Living Soils	849 €
Documentary	308 €
Programs & Initiatives	3 490 €
-	-
-	0 €
Zero Waste Bar Guide	3 490 €
Press & Media Relations	1 500 €
Media Personalities	300 €
Network Events	500 €
Misc Events	200 €
Visit to members	500 €
Institutional Requirements	830 €
CPF (Centro Português das Fundações)	565 €
Conservatoria Reg.Com	265 €
TOTAL EXPENSES	122 066 €

Key Issues

MOVING FORWARD



2025

2023-26

ASPIRATIONAL GOALS

1

To be the first destination for the global wine community that seeks and contributes with practical knowledge for Climate action.

2

To be a self-sufficient organization, with a fully dedicated team and worldwide representation in the main wine regions that continually progresses in a dynamic way.

3

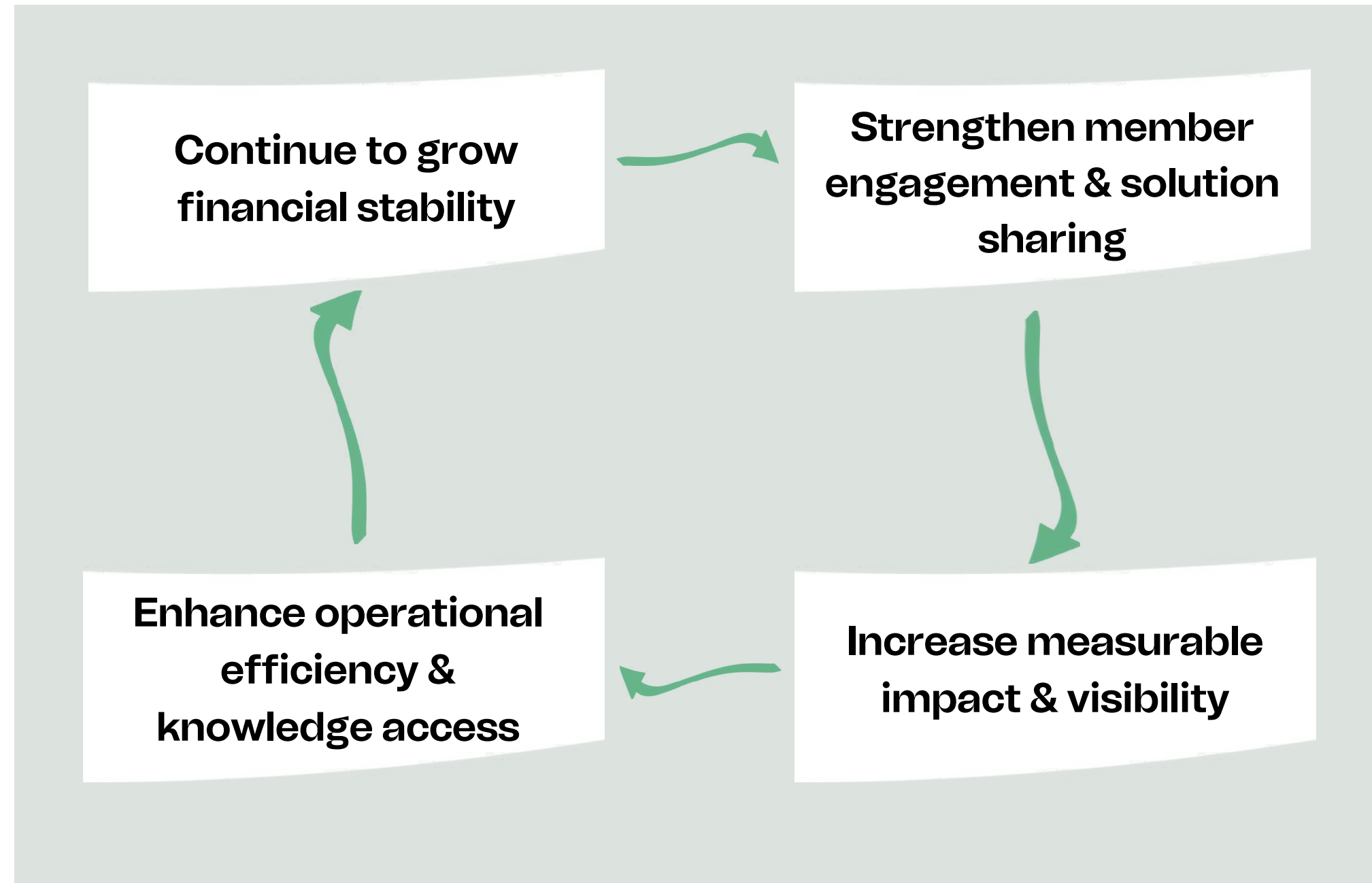
The world's most impactful network working collaboratively across the Wine Value Chain to combat climate change.

4

A bridge between research and practice, acting as a facilitator to accelerate the development and diffusion of innovations in viable solutions to climate change.

2025

STRATEGIC GOALS



Continue to grow

FINANCIAL STABILITY

KEY ACTIONS

- Move beyond annual fees by securing multi-year funding commitments, sponsorships, and grants.
- Develop revenue-generating programs, such as exclusive training or consultancy services.

KEY PROJECTS

- Guide Dissemination fees
- Sponsorship Package across projects
- Joint grant applications
- Wine Auction

Increase measurable **IMPACT & VISIBILITY**

KEY ACTIONS

- Develop/Implement an impact measurement framework to track solutions adopted by members and project KPI's
- Elevate brand authority through strategic partnerships, events, and high-profile content (eg. Unpacking Wine Guide)
- Seek to launch projects at industry events

KEY PROJECTS

- Review and reinforce Solutions' Review Protocol
- Living Vineyards Guidelines
- Speaking Engagements & Events Partnerships
- IWSC Joint Award (tbc)
- Documentaries
- Zero-Waste Bar Guide

Strengthen member engagement & **SOLUTION SHARING**

KEY ACTIONS

- Incentivize knowledge-sharing through strengthening current review protocol, industry awards and co-authored initiatives
- Incorporate member's suggestions in action plan
- Create structured engagement tiers

KEY PROJECTS

- 101 Climate Solutions for Wine
- Number of regional Rep's in key regions
- Biodiversity Guidelines
- Speaking Engagements
- Events Partnerships
- Collaborative networks
- Network in person events
- Climate Talks
- Water in Wine

Enhance operational efficiency &

KNOWLEDGE ACCESS

KEY ACTIONS

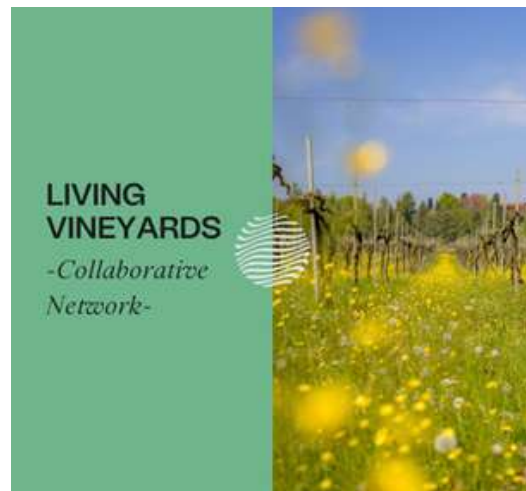
- Automate membership management, payments, and reporting.
- Professionalize and improve current content and communication tools.
- Bring interns to increase human resources.

KEY PROJECTS

- Hassle-free payment system/store
- Website continuous improvement

2025-26 Projects' SUMMARY

ONGOING PROJECTS

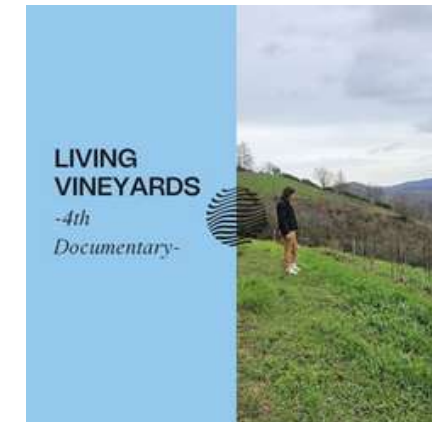


JOINT PROJECTS



NEW PROJECTS

DOCUMENTARY



— OPEN FOR SPONSORSHIP —

2025 (confirmed)

EVENT PARTNERSHIPS

10-12 FEBRUARY 2025



- Sustainable Tasting
- Speaking Engagement on Carbon Capture
- 15 min Keynote on the Unpacking Wine Guide
- Network Event

26-28 FEBRUARY 2025



- Sustainable Tasting W/Italian Influence (+250K followers)
- Speaking Engagement on 3 different panels in person
- online event pre-fair
- Toolkit Unpackaging wine guide
- Network Event

6 MARCH 2025



- Online Speaking Engagement

16-18 MARCH 2025



- Sustainable Tasting W/Jamie Goode
- Stand
- Series of talks at the stand
- "Sustainability tasting" at the stand
- Network Event
- Panel discussion central stage

101 Climate Solutions for Wine

ROADMAP & IMPACT REPORT

WHAT?

- A comprehensive collection of solutions from and to the wine community. This compilation, co-authored by members, aims to cover from simple to innovative best practices, from governance, to water management, to circularity and packaging, among other categories.
- A 5-year impact report on Porto Protocol's activity, based on the solutions from its community and the knowledge gathered throughout this period.

HOW?

- We will select 101 solutions from our community. Some of these may already have been documented, others shared in climate talks, others in conversations.
- They will be organized by our areas of impact, classified according to "effort of implementation" vs "impact". Identify the "area of application" and "environmental benefit"
- A brief resume of the solution will be featured on the guide and the in depth description will be available on the website.

KPI'S

- Engagement & Participation
- Impact & Reach
- Knowledge Sharing & Adoption
- Project Execution & Delivery

DELIVERABLES

- Solutions Roadmap
- Impact Report
- Revised Review Protocol with new guidelines for submission and assessment

WHEN?

2025 /2026 (date TBC): Dependant on live event

WHERE?

TBC (We are looking for an event to launch the project)
Online event .

Expert PANEL

A fine-tuned group of knowledgeable individuals (Expert Panel) implementing our Review Protocol, leading to the revision of all solutions and best practices shared with our community.



Anna Britan
Napa Green | USA
Hollistic View



Etienne Neethling
IVM / ESA / France
Viticulture



Michele Manelli
Salcheto / Italy
*Winemaking &
Operation*



Michelle Boufard
Tasting Climate
Change / Canada
Hollistic View



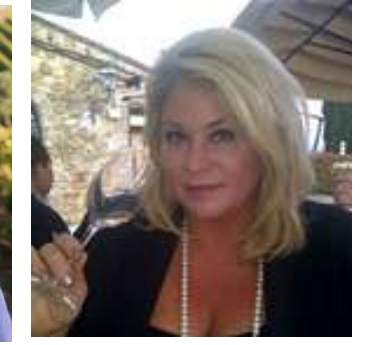
Melissa Saunders
MW / Communal
Brands / USA
Packaging



Nicolas Quillé MW
Crimson Wine Group
USA
*Winemaking &
Operation*



Miguel Cachão
AVIPE / Portugal
Viticulture



Linda Johnson-Bell
TWACCI / UK
Water

GOALS

To reinforce PP's free online resource library of actionable and repeatable sustainable solutions that bring climate action to life

- Establish legitimacy and rigor in the PP process
- Leverage solutions credibility
- Facilitate replicability
- Systematize and standardize the information

WHY?

- Guarantee robustness and quality of each solution shared
- Guarantee it is aligned with a climate smart strategy and path.

Under revision

Living Vinyards

COLLABORATIVE NETWORK & GUIDELINES

WHAT?

- A global collaborative network spanning over 40 members in 20 countries, dedicated to transforming vineyards into thriving ecosystems and aligning with international sustainability standards such as the EU Nature Restoration Law and the UN Decade on Restoration.
- It is a peer-to-peer learning platform where winegrowers, share knowledge and explore the best solutions to make vineyards part of the climate solution.
- A scalable framework, based on 6 indicators to measure and track progress in ecosystem restoration.

HOW?

A collaborative, evidence-driven approach, workshops, mapping, and assessment tools to scale impact.

The initiative follows a structured methodology that includes:

- **COLLABORATIVE LEARNING**
Peer-to-peer workshops, real-world testing of sustainability indicators, and a global viticulture network.
- **MEASUREMENT & MAPPING**
LV Tool for ecosystem assessment, and a Global Conservation Map.
- **GUIDING AND SCALING IMPACT**
LV Guidelines, Living Labs (e.g., “One Block Challenge” with RVF), Regional Ambassadors for local engagement, public awareness (documentary & communication materials)
- **FUNDING & COMMITMENT**
Securing international investment and launching a global pledge (PP)act to scale restoration efforts

KPI'S

- Engagement & Participation in the workshops
- Engagement with the Guidelines (downloads, shares, mentions).
- N° of members participating on the Documentary & n° views

DELIVERABLES

- LV Guidelines
- Documentary
- Mapping and network
- Communication materials
- Pledge

WHEN? 2025 (date TBC): Dependant on live event

WHERE? Industry Event?
Online event

The Future Proof Award

IN PARTNERSHIP WITH IWSC (TBC)

WHAT?

The Future-Proof Wine Award is a recognition program created by IWSC and the Porto Protocol to celebrate wineries that integrate sustainability, environmental stewardship, and social impact into their operations. This award goes beyond traditional wine excellence, honoring producers committed to long-term resilience through sustainable practices in business, production, and community engagement.

WHY?

- Recognizes wineries leading in sustainability and setting industry benchmarks. Increases visibility, credibility, and influence for winning producers.
- Encourages industry-wide adoption of responsible practices for long-term impact.

HOW?

- Open to wine producers who have submitted at least one wine to IWSC's 2025 Wine Awards.
- Applicants submit evidence across five key areas: innovation, community impact, staff engagement, transparency, and environmental impact.
- A panel of experts conducts a two-round voting process to select winners.

WHEN?

2025
(Dates in accordance with IWSC competition)

WHERE?

IWSC X PORTO PROTOTOL WEBSITE
IWSC Award Ceremony

Water in WINE

WHAT?

A white paper that distills all the practical knowledge the Porto Protocol has gathered on water usage in viticulture and winemaking. From soil and vineyard water management to irrigation techniques, water reuse, and recycling, this report organizes key insights into an accessible, easy-to-use format.

It is based on real-world experiences, shared through climate talks, documented solutions, best practices, and research, helping wine producers make informed decisions about water sustainability.

— **WHEN?** 2025/26 (tbc)

HOW?

In partnership with a PHD Student focusing on water in wine, we will consolidate and structure knowledge into a practical guide divided into two sections:

- Vineyard Water Management – soil moisture, irrigation methods, use of diameters, and regenerative practices.
- Winery Water Efficiency – reducing water waste, recycling and reuse, cleaning processes, and efficiency strategies.

— **WHERE?** Industry Event?
Online

KPI'S

- Amount raised in Sponsorships
- Engagement with the white paper (downloads, shares, mentions).

DELIVERABLES

- Report/White paper

Wines of Change

AUCTION

WHAT?

The Wines for Change Auction is a celebration of wine, sustainability, and collaboration, designed to support the work of the Porto Protocol and climate action in the wine world.

It will feature rare and unique lots from Porto Protocol members, including limited-edition wines, exceptional vintages, and vineyard experiences, alongside a gala dinner crafted by 2-Michelin-starred Chef Ricardo Costa.

HOW?

- The event combines an online and live experience. The online auction provides a platform for participants worldwide to explore and bid on carefully curated lots, complete with detailed stories and visuals. The live auction will take place during the gala dinner. It will feature real-time bidding both in-person and online.
- PP to collect contributors from Porto Protocol members, who offer exclusive lots that reflect their passion for both exceptional wine and environmental stewardship.

KPI'S

- Financial Goals & Fundraising Impact
- Participation & Engagement
- Auction Reach & Awareness
- Event Success Metrics
- Long-Term Impact & Partnerships

DELIVERABLES

- Online Auction
- Live Auction

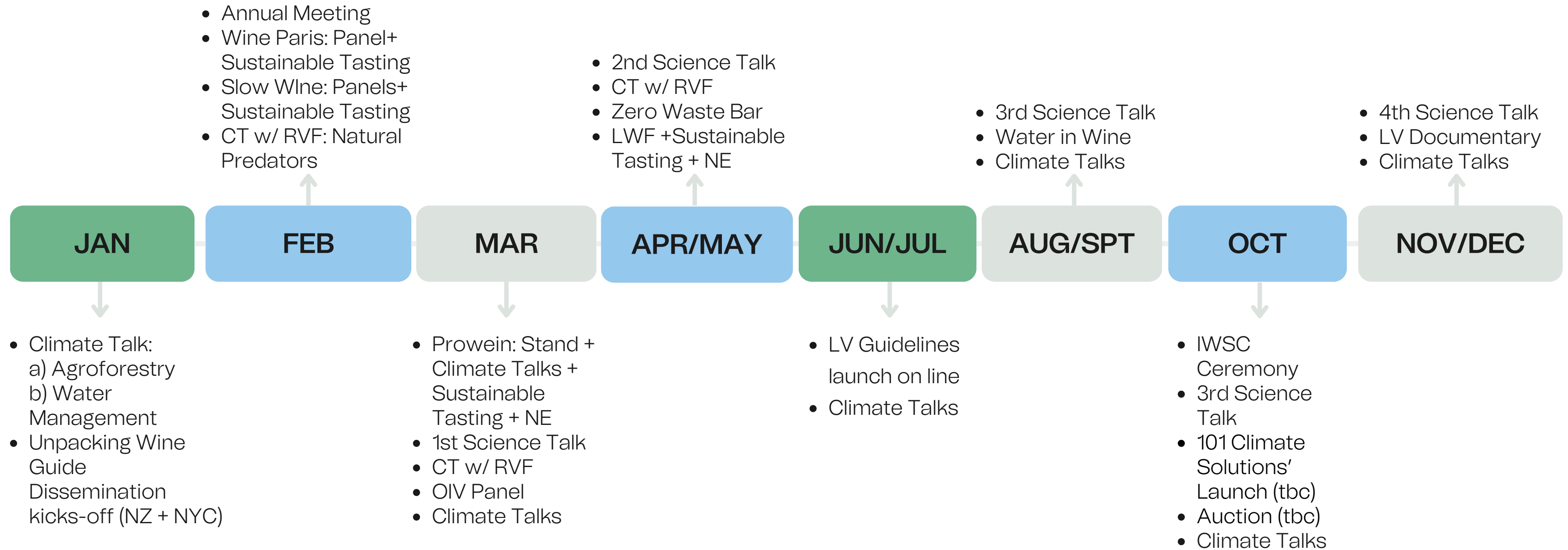
WHEN?

2025 or 2026?
(TBC)

WHERE?

The gala dinner will take place at
The Yeatman Hotel

2025 Estimated TIMELINE





Your thoughts are

WELCOME



Thank
YOU