



the
**PORTO
PROTOCOL**

The Porto Protocol
BI-ANNUAL MEETING 2025



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**TAYLOR'S®
PORT**

AGENDA

- Opening words by Adrian Bridge, CEO of the Porto Protocol
- Being an International Ambassador for the Porto Protocol, by Robin Lail
- Long to short term vision
- Overall progress to date
- 2025/25 Projects' status



TOM CROGHAN
Vineyards at Dodon



MURIEL CHATEL
Sustainable Wine Solutions



DIANA SEYSES
Domaine Dujac & Snowden Vineyards



JIHANY BRECCI
Stella Pietro



VALENTINA DI CHIARA
Padova University



BECKY SYCKES
Regenerative Viticulture Foundation



ETIENNE NEETHLING
International Vintage Master

- Moving Forward
- 52 Weeks, 52 Voices
- Your thoughts

HONORING

Dr. Richard Smart

- Pioneer in Sustainable Viticulture
- Member of our Global Steering Committee



Our
TEAM



Mentor &
CEO

Adrian Bridge

Leading
Team



Marta Mendonça



Cristina Crava



Kenn Pogash



Jennifer Becker



Valentina di Chiara

Action
Collaborators



Carlos Ramos

Interns

Global Steering
Commitee



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
Nothern Europe



Antoni Sanchez
Spain



Anne Bousquet
Argentina



Tom Croghan
USA



Antonella Manuli
Italy

Regional
Representatives



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

Expert
Panel

Future Proof **VISION**

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.

WE ARE A
KNOWLEDGE HUB
AND A **CATALYST** FOR
COLLABORATION

Our **IMPACT AREAS**



Unpacking **WINE**

Packaging is the element that contributes to the carbon footprint of wine, and the way through which wine production impacts environment the most.



Saving **EVERY DROP**

Water is a growingly scarce resource and wine production is dependent on its availability to be produced.



Restoring **ECOSYSTEMS**

Wine is above all an agricultural product and biodiversity one of the planet boundaries reaching a tipping point.

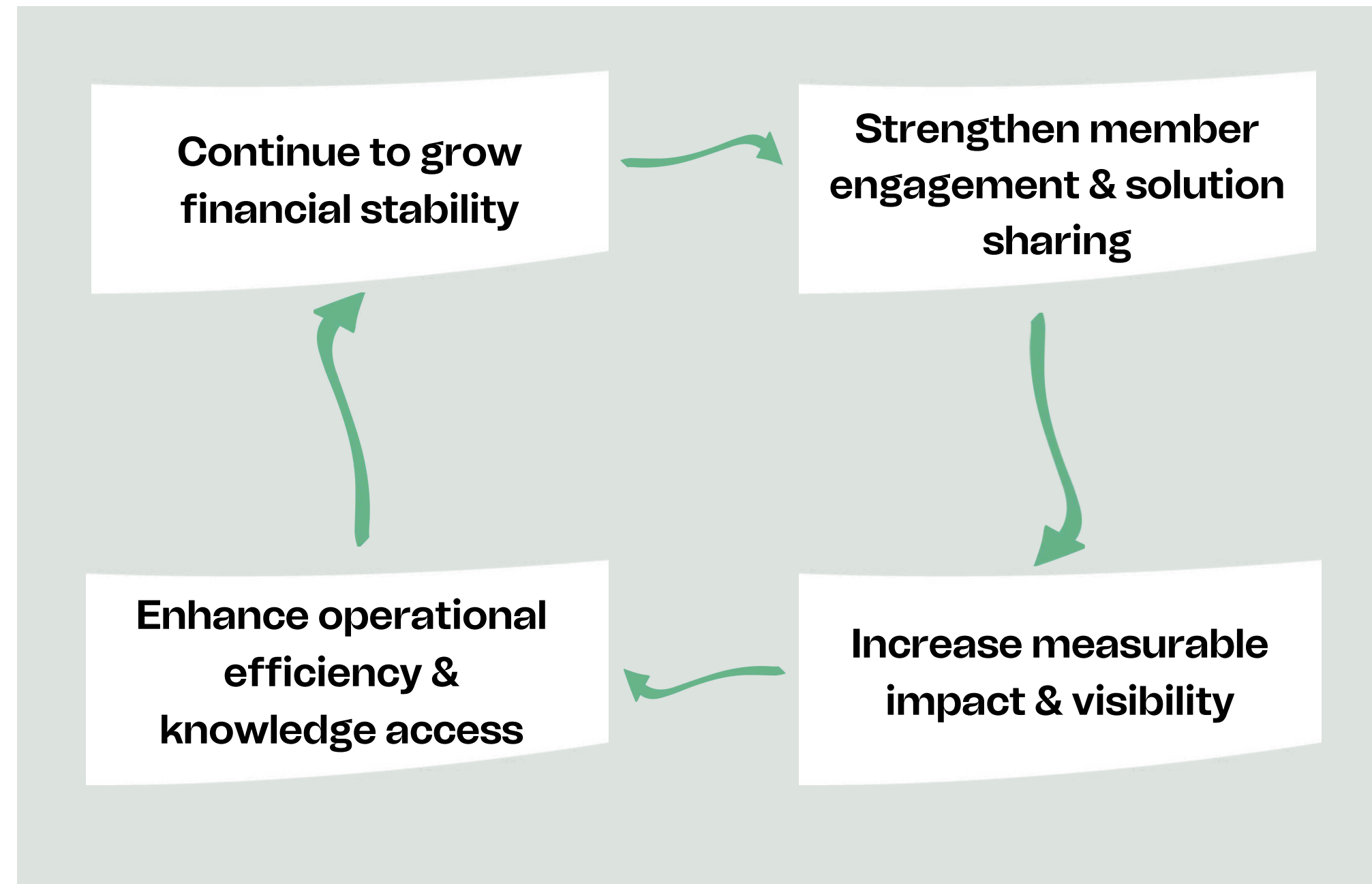


Seeding **CHANGE**

"Where do I start?" is the first question companies ask themselves when starting to address a sustainability strategy, and certainly the most the most difficult to answer.

2025

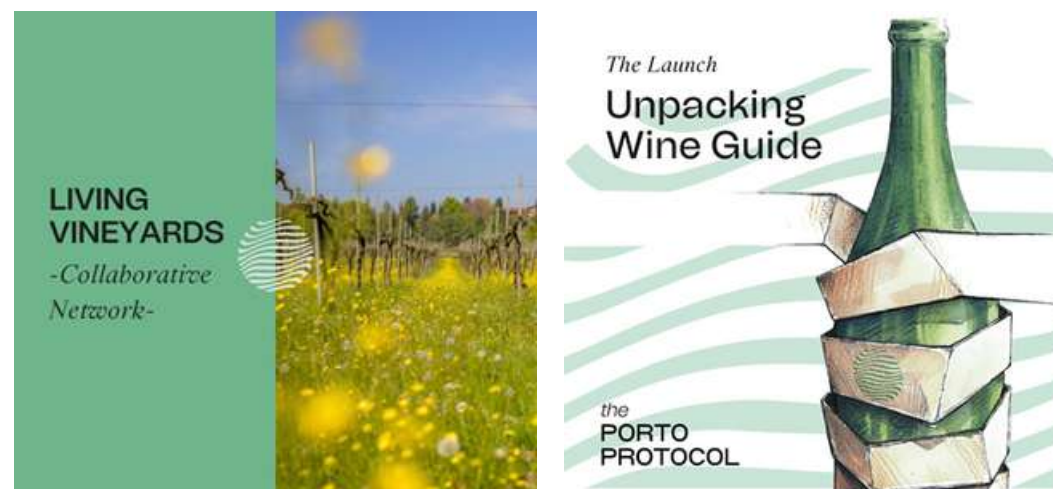
STRATEGIC GOALS



2025-26 Projects

SUMMARY

ONGOING PROJECTS



JOINT PROJECTS



NEW PROJECTS



— OPEN FOR SPONSORSHIP —

2025 TO DATE

UNPACKING WINE

1. Kicked off the global promotion of the Unpacking Wine Guide, now being distributed by:
 - a. Wine Institute (California)
 - b. New Zealand Winegrowers
 - c. New York Wine and Grape Foundation
 - d. Academic institutions around the world
2. Ongoing promotion beyond the wine industry — across sustainability and packaging platforms and events.

RESTORING ECOSYSTEMS

1. Rolled out Season 2 of our Living Vineyards Collaborative Network Workshops in a more focused, question-driven format.
2. Continued Climate Talks in partnership with the Regenerative Viticulture Foundation, diving into biodiversity, agroforestry, and more.

SAVING EVERY DROP

1. Began the production of our white paper on water in wine.
2. Dedicated multiple Climate Talks to water, exploring its role and challenges across the wine value chain.

SEEDING CHANGE

1. Introduced Science Talks, in collaboration with the International Vintage Master.
2. Released the Zero Waste Bar Guide, a funded project with Sustainable Wine Solutions.
3. Strengthened Industry Presence & Advocacy at key events across the globe, from France to New Zealand, from Italy to Germany.
4. Conducted a global series of interviews with the trade, to understand evolving sustainability expectations. Insights will be shared in a short white paper to guide producers on where to focus next.

HIGHS & *Lows*

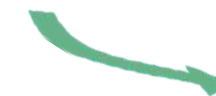
WHAT IS GOING WELL

- Successfully elevate brand authority by amplifying our message across countries, events, and platforms.
 - Turning (your) stories and knowledge into collective action
- Forge meaningful partnerships with like-minded events and organizations that lead to concrete outcomes — from collaborative projects to actionable content
- Strengthen Regional Hubs to better serve local communities.
- Reinforce cohesion and collaboration among members of our networks.
- Bridging science and practice through Science Talks and partnerships with academic institutions.
- Developing clear, concrete deliverables for each area of action (e.g., Unpacking Wine Guide, Living Vineyards Workshops, Zero Waste Bar Guide).

 **We are fulfilling our Future-Proof Vision**

WHAT NEEDS ATTENTION

- Diversify and secure reliable sources of funding to reduce dependency on single donors.
- Grow the membership base in line with our mission, capacity, and regional reach.
- Develop a clearer and more consistent communication strategy across all channels.
- Implement an effective framework to measure and demonstrate our impact.
- Increase the depth and volume of documented solutions shared by the community.



**Measurement & financial stability
continue to be working points**

2025-26 Strategic Goals

KEY ACTIONS PROGRESS

| GOALS | KEY ACTIONS | PROGRESS |
|---|--|-----------------------------|
| CONTINUE TO GROW FINANCIAL STABILITY | • Move beyond annual fees by securing multi-year funding commitments, sponsorships, and grants. | <div><div></div></div> 30% |
| | • Develop revenue-generating programs, such as exclusive training or consultancy services. | <div><div></div></div> 20% |
| INCREASE MEASURABLE IMPACT & VISIBILITY | • Develop/Implement an impact measurement framework to track solutions adopted by members and project KPI's | <div><div></div></div> 10% |
| | • Elevate brand authority through strategic partnerships, events, and high-profile content (eg. Unpacking Wine Guide) | <div><div></div></div> 80% |
| | • Seek to launch projects at industry events | <div><div></div></div> 80% |
| STRENGTHEN MEMBER ENGAGEMENT & SOLUTION SHARING | • Incentivize knowledge-sharing through strengthening current review protocol, industry awards and co-authored initiatives | <div><div></div></div> 50% |
| | • Incorporate member's suggestions in action plan | <div><div></div></div> 80% |
| | • Create structured engagement tiers | <div><div></div></div> 10% |
| ENHANCE OPERATIONAL EFFICIENCY & KNOWLEDGE ACCESS | • Automate membership management, payments, and reporting. | <div><div></div></div> 42% |
| | • Professionalize and improve current content and communication tools | <div><div></div></div> 40% |
| | • Bring interns to increase human resources | <div><div></div></div> 100% |

2025-26 STRATEGIC GOALS *-Key Projects Progress-*

| GOALS | KEY PROJECTS | PROGRESS |
|---|---|---|
| CONTINUE TO GROW FINANCIAL STABILITY | <ul style="list-style-type: none"> • Guide Dissemination fees • Sponsorship Package across projects • Joint grant applications • Wine Auction | <div><div></div>60%</div> <div><div></div>35%</div> <div><div></div>40%</div> <div><div></div>10%</div> |
| INCREASE MEASURABLE IMPACT & VISIBILITY | <ul style="list-style-type: none"> • Review and reinforce Solutions' Review Protocol • Living Vineyards Guidelines • Speaking Engagements & Events Partnerships • Documentaries • Zero-Waste Bar Guide | <div><div></div>30%</div> <div><div></div>35%</div> <div><div></div>90%</div> <div><div></div>30%</div> <div><div></div>100%</div> |
| STRENGTHEN MEMBER ENGAGEMENT & SOLUTION SHARING | <ul style="list-style-type: none"> • 101 Climate Solutions for Wine • Number of regional Rep's in key regions • LV Handbook • Speaking Engagements • Events Partnerships • Collaborative networks • Network in person events • Climate Talks • Water in Wine | <div><div></div>25%</div> <div><div></div>80%</div> <div><div></div>35%</div> <div><div></div>90%</div> <div><div></div>80%</div> <div><div></div>75%</div> <div><div></div>80%</div> <div><div></div>90%</div> <div><div></div>60%</div> |
| ENHANCE OPERATIONAL EFFICIENCY & KNOWLEDGE ACCESS | <ul style="list-style-type: none"> • Hassle-free payment system/store • Website continuous improvement | <div><div></div>5%</div> <div><div></div>100%</div> |

Our Worldwide **COMMUNITY**

+255 *Members & Partners*

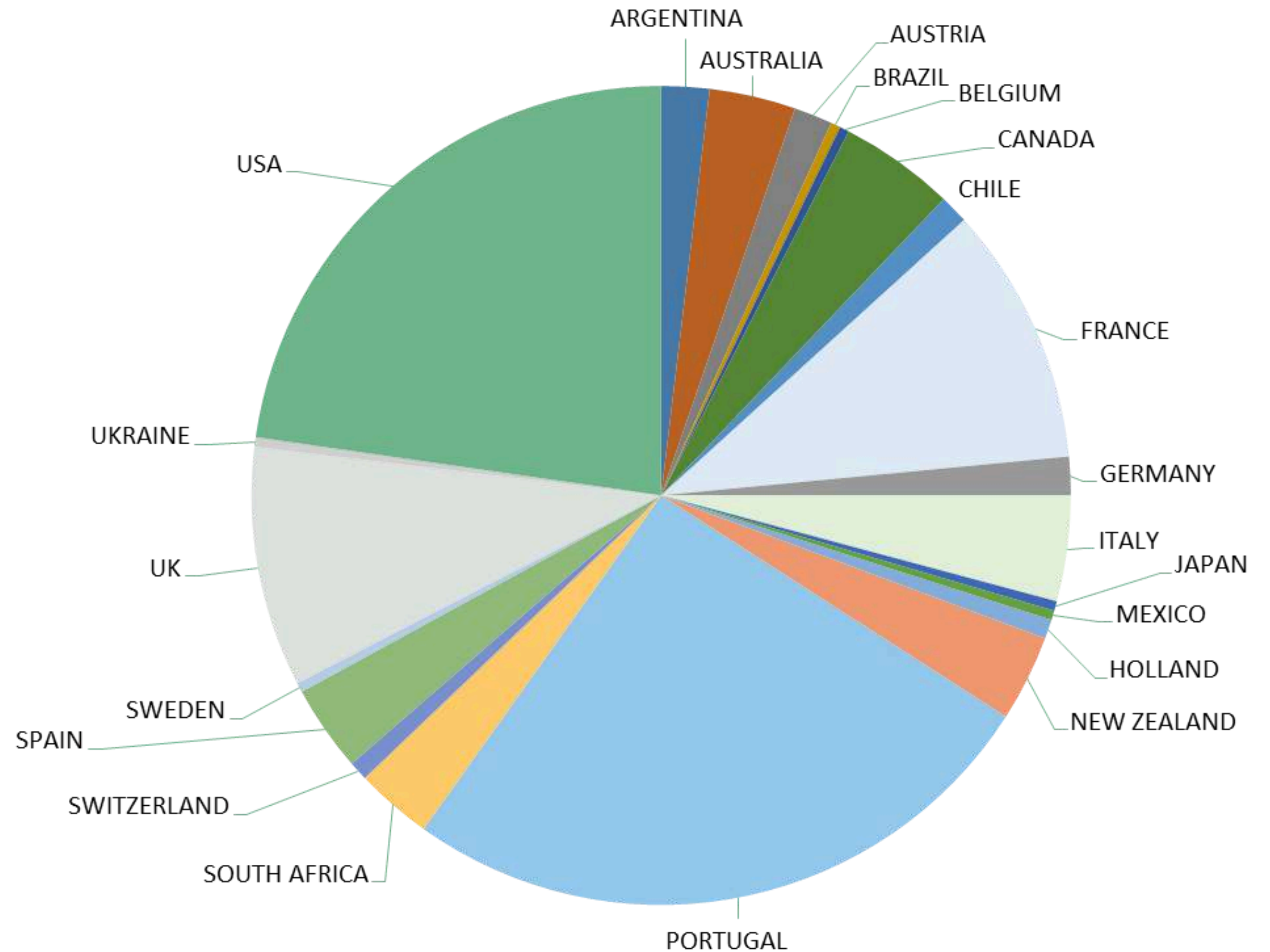
+900 *Companies*

+21 *Countries*

+53% *Wine Producers*

+75K *Hectares of
Vineyards*

+1,2B. *Liters of Wine*



Newcomers 2025



Membership

FEE

- Introducing two annual membership contribution windows, depending on when each member first paid membership:
 - July
 - December
- Annual Fee for partners is voluntary
- 90% of our work is still financed by Taylor's, but we seek to gradually balance this through member contributions, donations, partnerships, sponsorships and our charitable auction.
- We need to raise membership fees and we need you to step up.

→ **Financial sustainability is one of our key strategic goals, and your support is key.**



2025

EVENT PARTNERSHIPS

UPCOMING EVENTS

21 OCTOBER 2025



23 OCTOBER 2025



FEBRUARY 2025



MARCH 2025



MAY 2025



JUNE 2025



A Porto Protocol **AMBASSADOR**

*What it means to be a
Porto Protocol Ambassador*

Presented by ROBIN LAIL

Lail Vineyards



2025-26 Projects

LIVING VINEYARDS



Presented by TOM CROGHAN
Vineyards at Dodon

WHAT

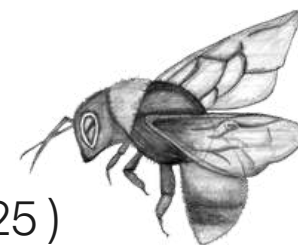
A collaborative international network involving winegrowers, experts and researcher committed to transforming vineyards into vibrant and resilient ecosystems.

GOALS

- Promote and facilitate the adoption of less impactful vineyard management practices
- Strengthened peer learning and co-creation across our growing member base.
- Protect biodiversity and support ecosystem restoration
- Align with international standards such as the EU Nature Restoration Law and the UN Decade on Ecosystem Restoration

DELIVERABLES

- A series of workshops (to continue through 2025)
- A Handbook (in progress)
- Field trips (with Kelly Mulville)
- A Documentary



2025-26 Projects

ZERO WASTE BAR GUIDE



Presented by MURIEL CHATEL
*Sustainable Wine Solutions &
La Bande Vert*

WHAT

A practical, evolving guide designed to help bars reduce waste and embrace circular practices — developed in collaboration with Sustainable Wine Solutions and the Sustainable Restaurant Association.

GOALS

- Empower bars to take measurable steps toward zero waste, from product selection to service models
- Promote circularity and reuse systems in the drinks industry
- Showcase innovation and leadership through real-world bar case studies ("Zero Heroes")
- Position the guide as a practical standard for sustainability in hospitality globally

DELIVERABLES

- Workshops continue through 2025
- A Guide



2025-26 Projects

BOTTLE LOOP



Presented by **DIANA S. SEYSSES**
*Domaine Dujac &
Snowden Vineyards*

WHAT

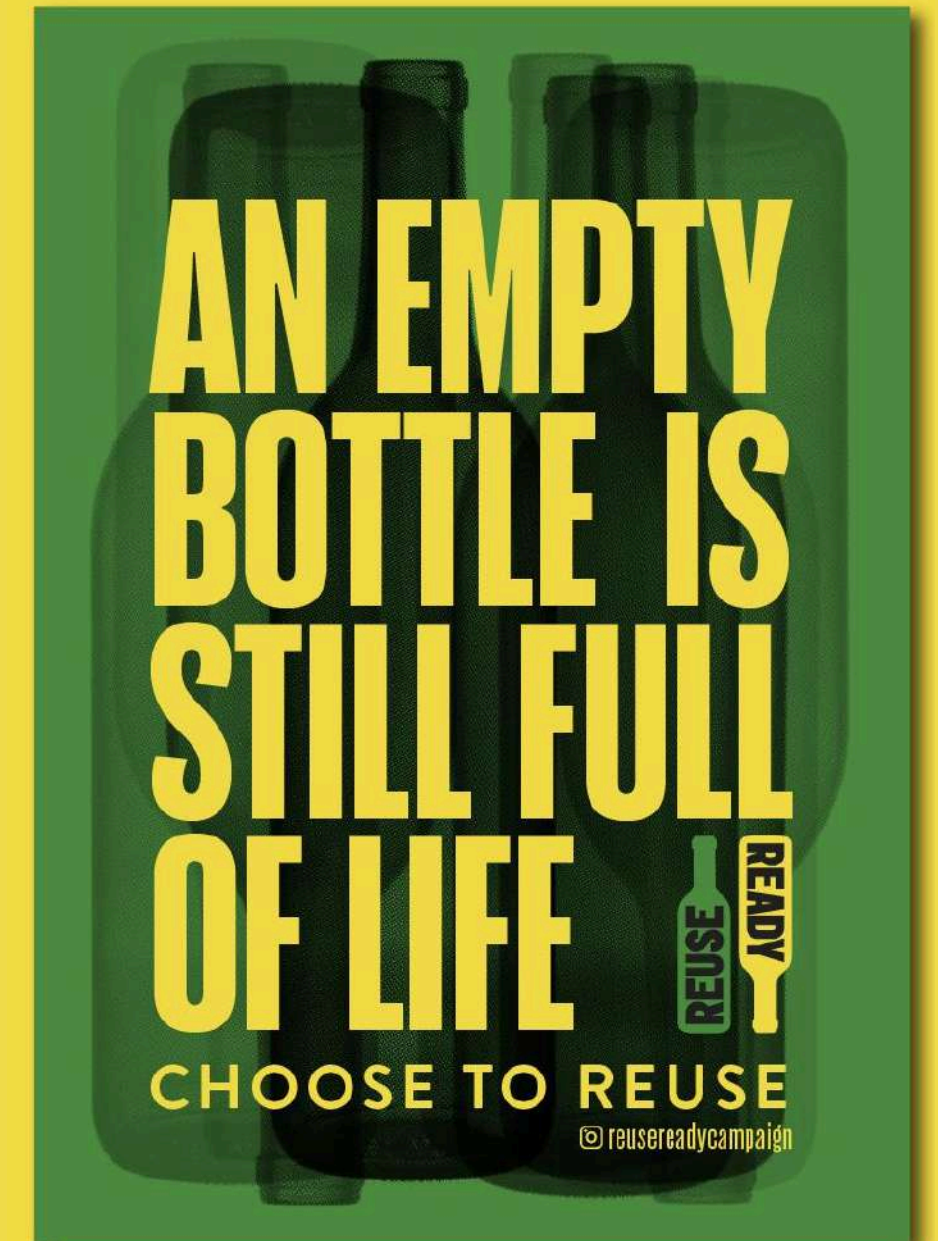
A collaborative network of wineries, logistics providers, and solution partners exploring how to make bottle reuse viable, scalable, and regionally appropriate for the wine industry. The project aims to move from fragmented individual efforts to coordinated, systemic change.

GOALS

- Map and pilot regional bottle reuse ecosystems
- Identify key barriers and enablers for implementation (technical, regulatory, consumer-facing)
- Foster knowledge-sharing across markets already testing reuse
- Produce actionable outputs to guide industry adoption of reuse systems

DELIVERABLES

- A series of gatherings among worldwide players
- Reuse-Ready Charter
- Reuse Report



2025-26 Projects

WATER IN WINE



Presented by JIHANY BRECCI
Founder Stella Pietro Vineyards

■ 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.

This project has been sponsored by a benefactor.

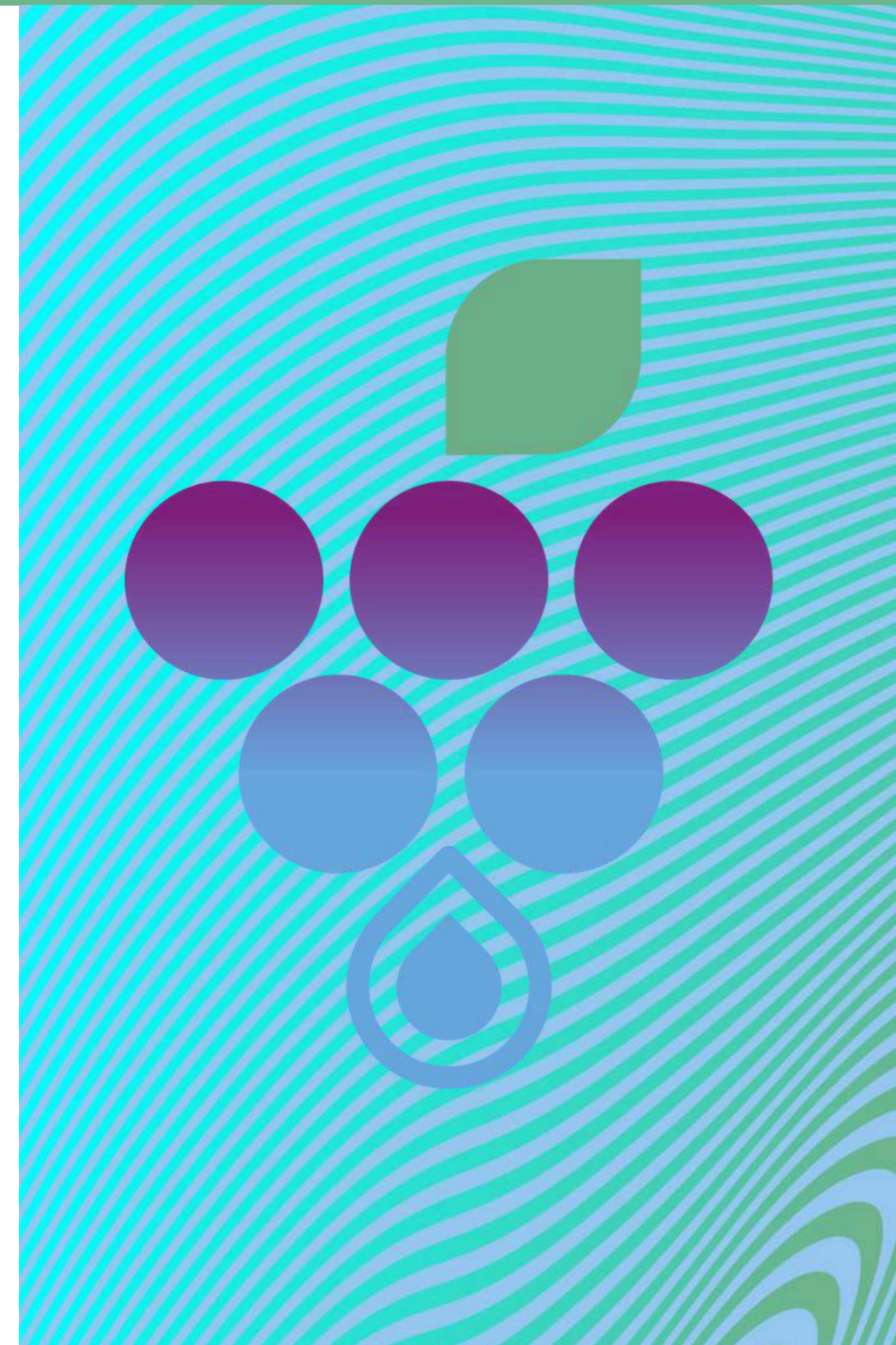
■ GOALS

Consolidate and structure Porto Protocol 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.

■ DELIVERABLES

- A White Paper



2025-26 Projects

SUSTAINABILITY & TRADE



Presented by **VALENTINA DI CHIARA**
Padova University

WHAT

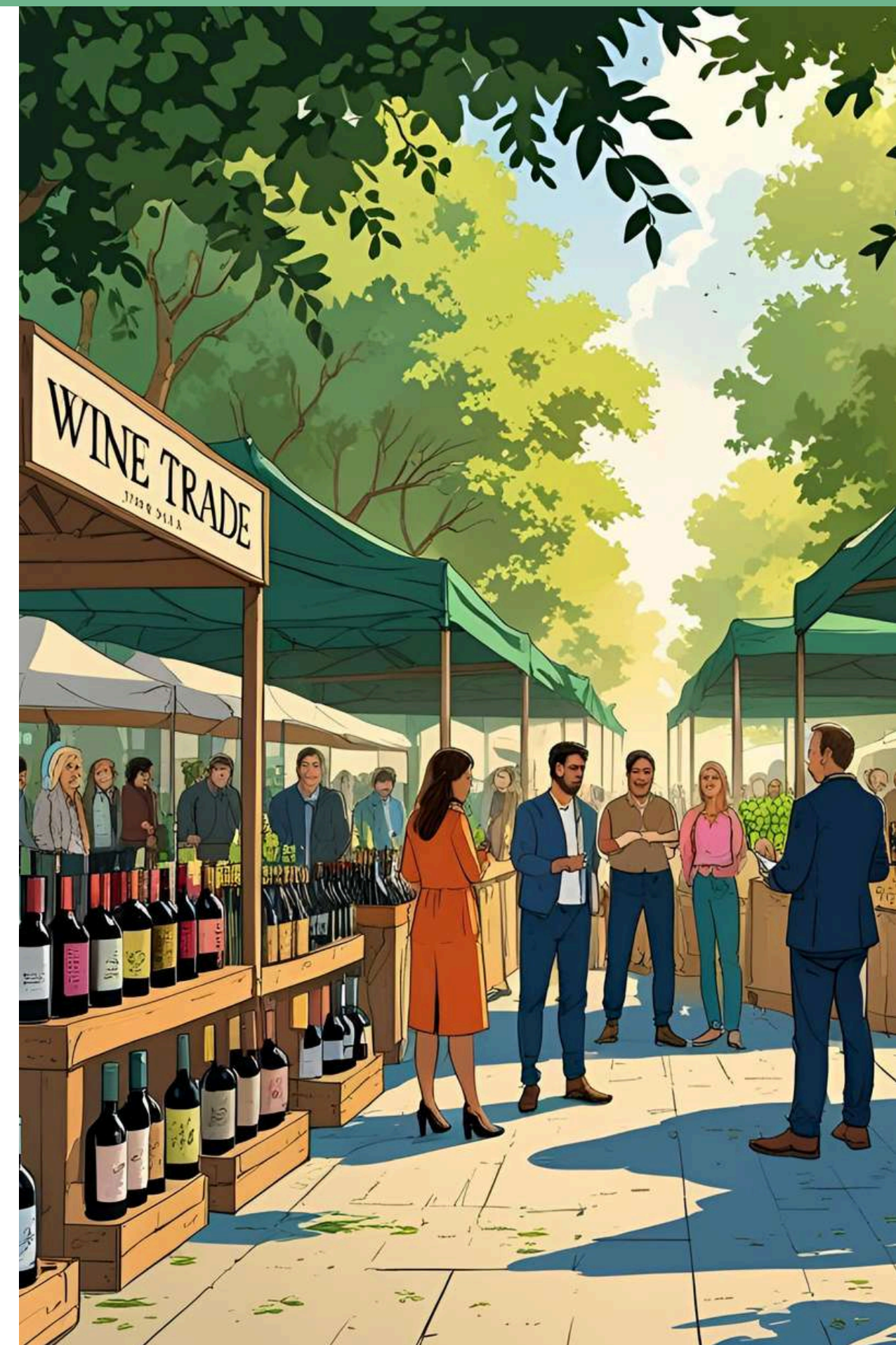
A research-driven initiative exploring how sustainability can evolve from a responsibility into a competitive advantage in the wine sector - by capturing insights from wine trade professionals on how sustainability affects pricing, purchasing, and communication strategies.

GOALS

- Understand the trade's role in shaping sustainability demands and opportunities
- Identify key strategies and gaps producers should know about
- Contribute to academic research on the link between sustainability and profitability
- Provide Porto Protocol members with clear, actionable insights through a white paper.

DELIVERABLES

- Interview framework and pre-questionnaire developed
- Interviews underway with wine trade professionals
- White paper in development for release in 2025



2025-26 Projects

CLIMATE TALKS

With the Regenerative Viticulture Foundation



Presented by BECKY SYKES
*Regenerative Viticulture
Foundation*

■ WHAT

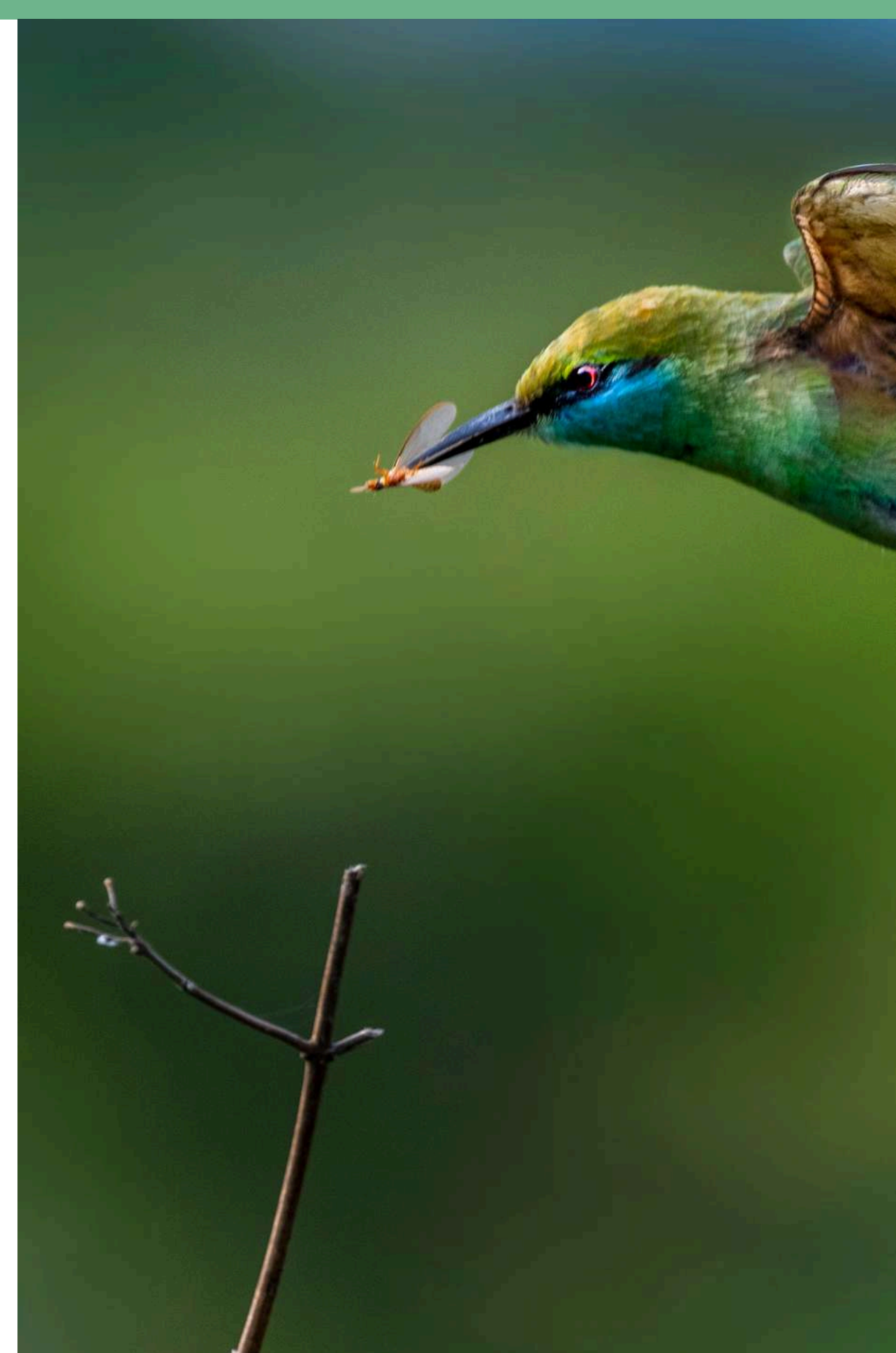
Our Climate Talks, though webinars in format, are above all a space where our members and beyond share what they are doing to address challenges related to wine and climate change.

■ GOALS

- Showcase Practical Solutions being implemented and tested, including results and challenges.
- Create a Space for Discussion and Learning for all members.
- Foster Knowledge Exchange and open dialogue across regions.
- Connect Wine Producers Worldwide to share ideas and experiences.
- Inspire Action by motivating participants to try new solutions.
- Amplify Impact by gathering insights and building a shared library for everyone.
- Collaborate with Partners to expand reach and impact.

■ DELIVERABLES

- Solutions
- YouTube and Podcast content
- Webinars



2025-26 Projects

SCIENCE TALKS

With the International Vintage Master



**Presented by ETIENNE
NEETHLING**
International Vintage Master

■ WHAT

A curated series of expert-led conversations connecting academic researchers and wine producers to translate scientific findings into practical, implementation-ready actions in viticulture and sustainability.

■ GOALS

- Strengthen the link between academic research and on-vineyard practice
- Highlight emerging scientific insights on climate, soil health, and ecosystem resilience
- Foster collaborative innovation between producers and research institutions
- Build a lasting knowledge bridge and reinforce our role as a knowledge hub and catalyst for change.

■ DELIVERABLES

- Launched the inaugural Science Talk session with a worldwide academic (Stefano Poni)
- More to come in October and December



Moving FORWARD

KEY ACTIONS

- Develop Sponsor Packs across projects and secure them
- Seek out Grant Opportunities
- Identify and liaise with strategic events to launch our current projects (eg, Water in Wine), as well as promote ongoing ones
- Review current membership tiers
- Solidify communication approach
- Dig into potential impact measurement frameworks
- Identify membership management and payments platforms
- Develop a member's questionnaire, making sure the 26-27 Year Plan reflects your insights and inputs

KEY PROJECTS

- **Living Vineyards Collaborative Network**
 - Continue Workshop sessions with current structure
 - Guidelines: Seek for Sponsors | Fuel Guidelines | Define launch date and location
 - Documentary: Seek for Sponsors | Produce Documentary | | Define launch date and location
- **Bottle loop Collaborative Network**
 - 3rd Gathering to take place on July 24th
- **Water & Wine**
 - Sponsor secured | Finish Report | Define launch date and location
- **Sustainability & Trade**
 - Conclude interviews | Build White Paper | Define Launch Date
- **Science Talks**
 - Dates and speakers are already closed for 2025
- **Climate Talks with the RVF**
 - Close speakers for the next topics
- **101 Climate Solutions for Wine**
 - Revise Review Protocol ! Start promoting Project amongst members to gather solutions and build guide

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.



Work in Progress

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 .

52 Weeks

52 VOICES

WHY

To Fuel our Social Media, and act as an invitation for other companies to join us

WHAT

A year-long campaign featuring 52 short videos — one per week — where members of the Porto Protocol share their personal “why” for being part of the movement and invite others to join.

GOALS

- Humanize the climate movement through authentic member voices
- Showcase the diversity, reach, and commitment of the Porto Protocol network
- Strengthen community identity and drive new membership
- Expand visibility across our communication channels year-round

THE REQUEST

We invite each of you — Porto Protocol members — to send us a 2-minute video sharing:

- Why you joined
- What drives your sustainability journey
- And why others should be part of it too



Your thoughts are
WELCOME