



the
**PORTO
PROTOCOL**

The Porto Protocol
**LOOKING BACK ON 2025
MOVING FORWARD 2026**



Powered by:



1. ONGOING

Our TEAM



Mentor & CEO

Adrian Bridge

Leading Team



Marta Mendonça



Cristina Crava



Kenn Pogash



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Valentina di Chiara

Action Collaborators

Global Steering Committee



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Domaine Dujac



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Abacela



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NBI

International Ambassador



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Lail Vineyards



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New Zealand



Steven Campbell
Canada



Sylvia Petz
Northern Europe



Antoni Sanchez
Spain



Anne Bousquet
Argentina



Tom Croghan
USA



Antonella Manuli
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Regional Representatives



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MW / Communal Brands / USA
Packaging



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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
Consultant USA

Expert Panel

→ A global, multidisciplinary team supporting members across regions and impact areas.

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.



Our four Impact Areas remain our compass.

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.

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 viable climate solutions.

 Your input on how to achieve this vision is essential

If someone asks you about the PORTO PROTOCOL

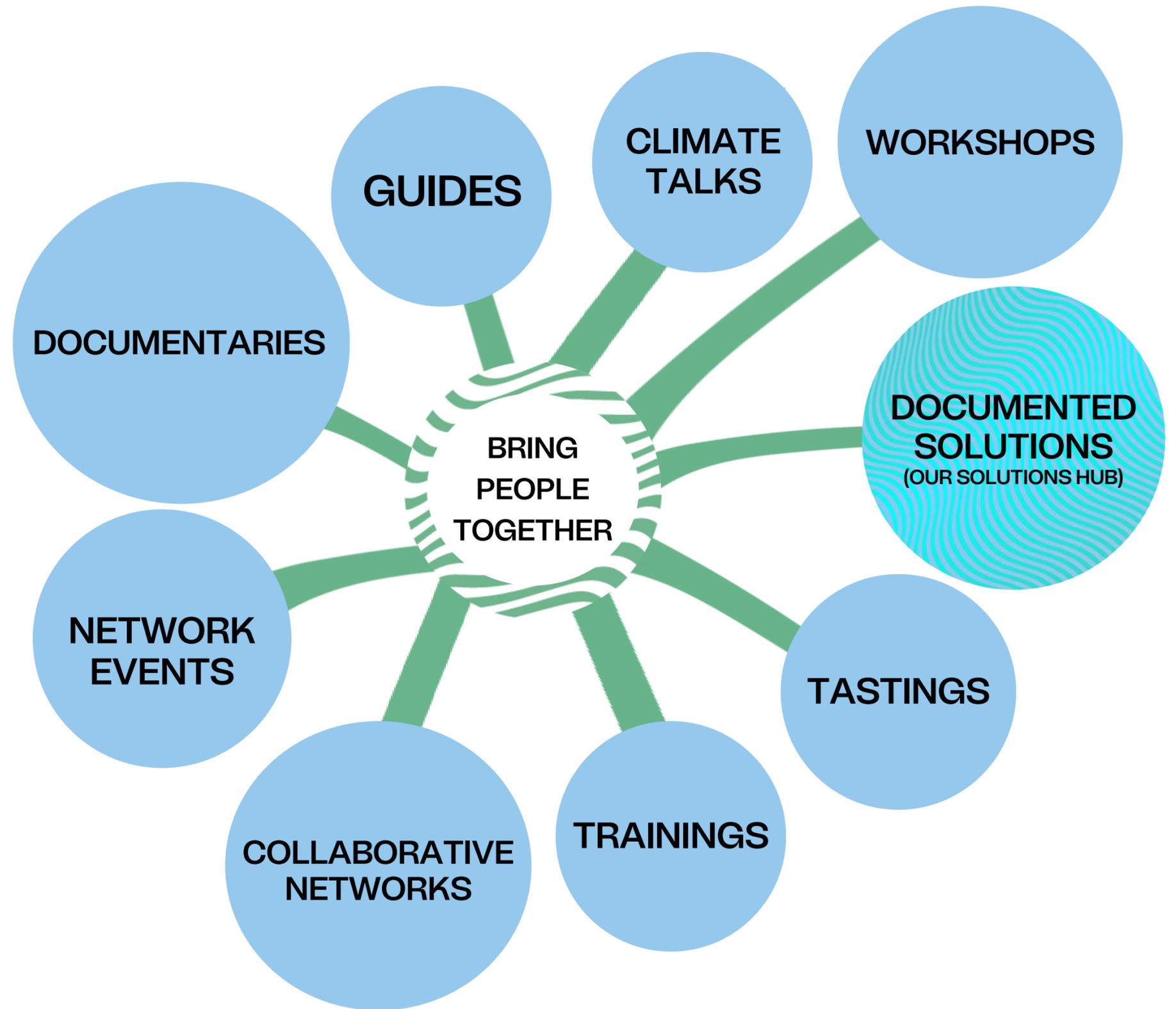
*“It’s basically a global climate action community for the
wine industry.*

*It’s where wineries and the wider value chain share
practical solutions and work together on climate change
— water, biodiversity, carbon, packaging... all of it.”*

It was founded by Taylor’s Port.

What
WE DO

We turn
KNOWLEDGE and
STORIES into
COLLECTIVE
ACTION.



Our Solutions

This solutions Explorer is at the core of what we do: to build an open and dynamic platform of climate solutions. From our community and beyond, here you'll find best practices, case-studies, innovations, webinars, conference presentations, articles and reports. As a whole, we provide a myriad of strategies and actions to adapt and/or mitigate the effects of climate change along the wine value chain.

Best practices and solutions shared by members of our community are (peer) reviewed by our **Expert Panel** according to a **Review Protocol**.

[SUBMIT A SOLUTION](#)

[REVIEW PROCESS](#)

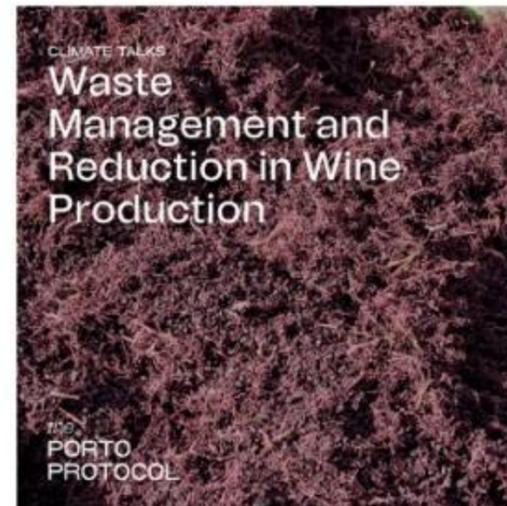
All Categories ▾

All Tags ▾

Bottling & Packaging ▾

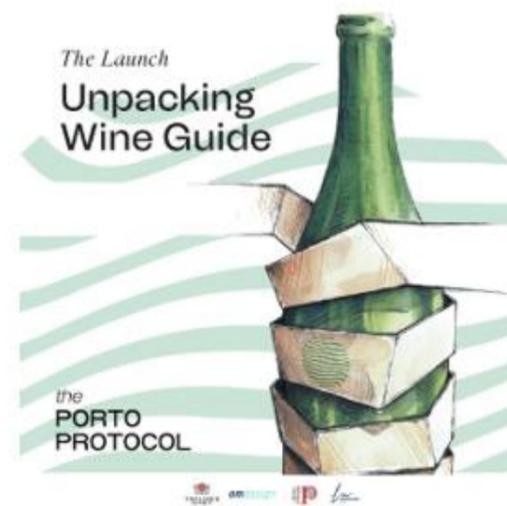
[SUBMIT](#)

[RESET](#)



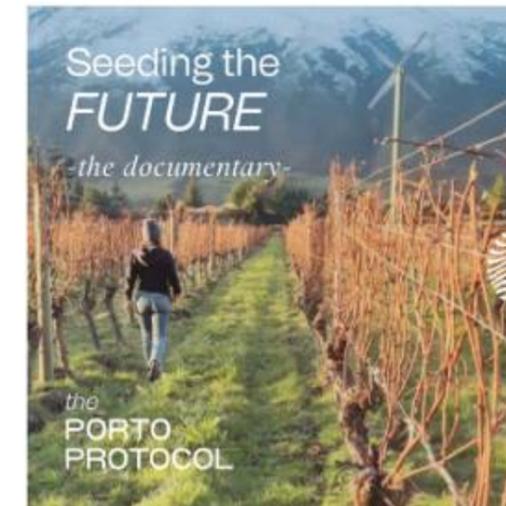
CLIMATE TALK

Waste Management with Alejandra Galván Rodríguez, Marta



CLIMATE TALK, REPORT

Unpacking Wine Guide - Launch Webinar



DOCUMENTARY

Seeding the Future - The Documentary



SOLUTION APPROVED

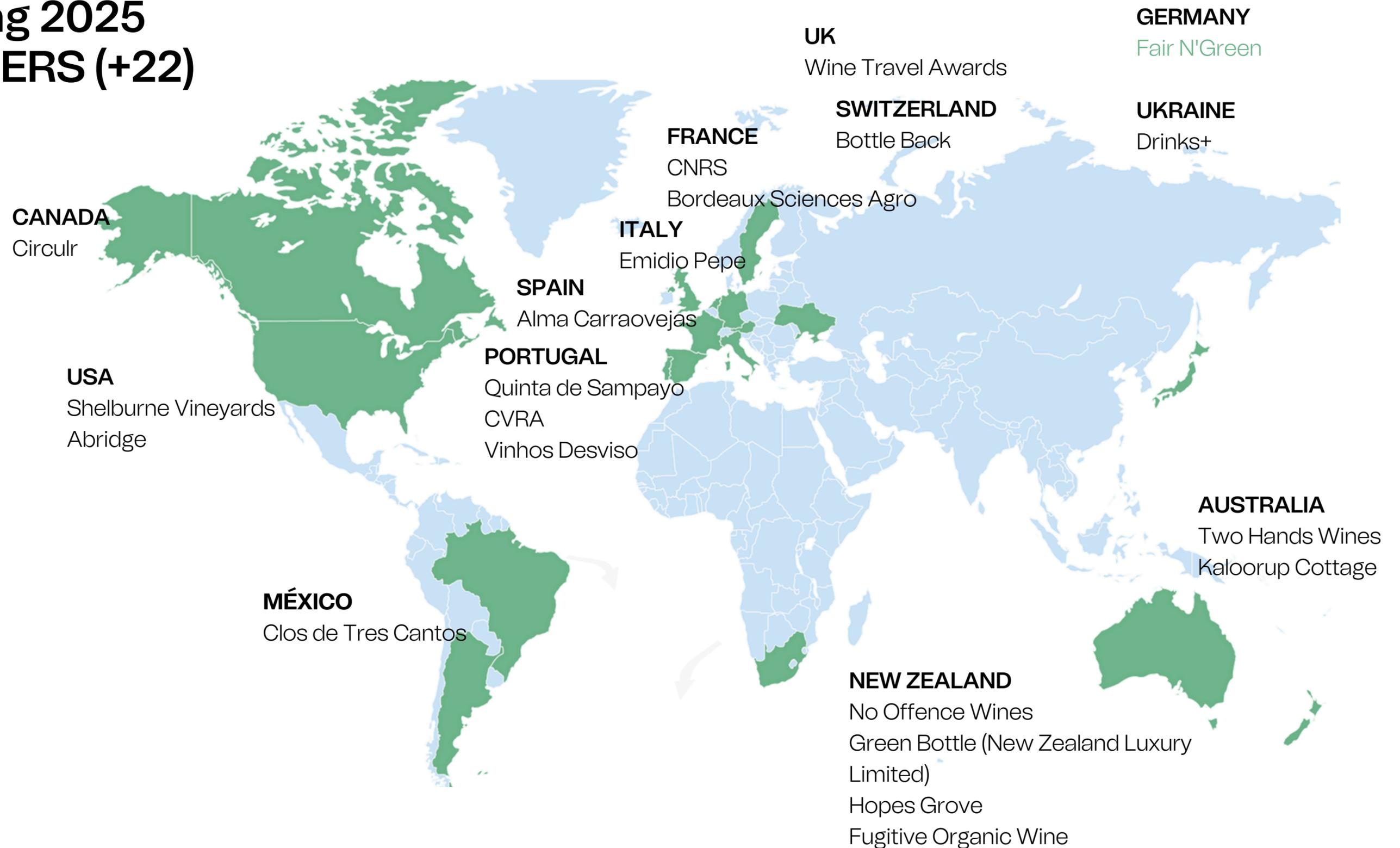
Free Flow Wines - Reusable Stainless Steel Kegs for By-The-Glass Wine

Our SOLUTIONS HUB

(P.S. The very first reason why we came to life).

II. 2025

Welcoming 2025 NEWCOMERS (+22)



Our Worldwide COMMUNITY

+255 *Members & Partners*

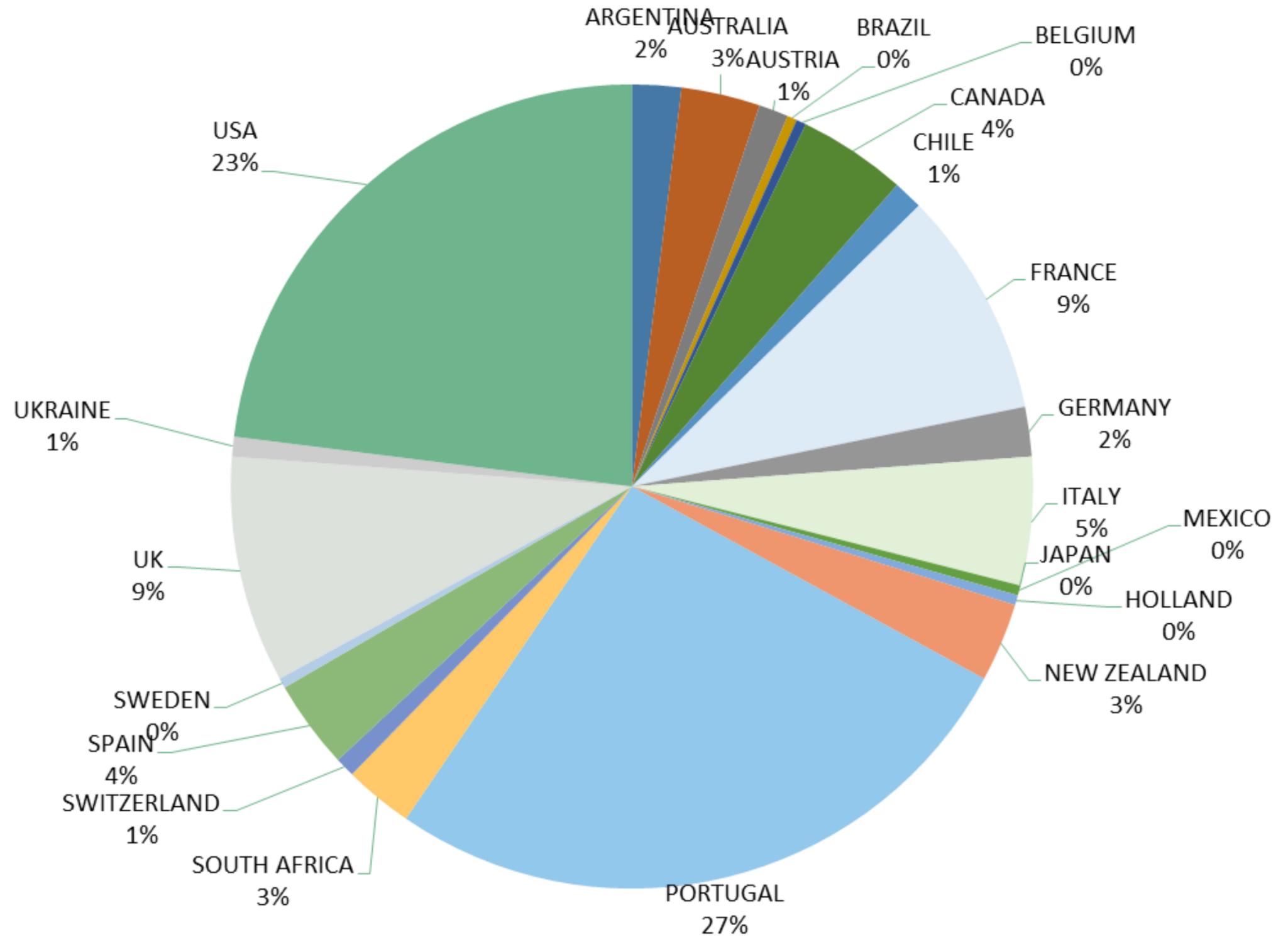
+900 *Companies*

+21 *Countries*

+53% *Wine Producers*

+75K *Hectares of Vineyards*

+1,2B. *Liters of Wine*



2025 PROJECT HIGHLIGHTS

CLIMATE TALKS -ONLINE FORUMS

- 23 Climate Talks
- 3 Science Talks
- +60 Speakers
- + 12 Topics
- + 30 Solutions

LIVING VINEYARDS -TOUR-

- 12 workshops
- 7 Countries
- 11 wine regions
- +120 Participants
- 18 Vineyards visited

THE LAST STRAW -GUIDE-

- Guide spread across Sustainable Restaurant Association worldwide Network
- 12 solutions from 10 Countries

SUSTAINABILITY HUB AT PROWEIN

- 64 sqm Interactive and educational Stand
- 3 full days of meetings
- + 12 talks and Conferences
- 1 Podcast session
- 1 Network event

DRINKS BUSINESS AWARD

- Amorim Sustainability Award for an organization

Testemorial: Kees Van Leewen



Testemorial: Fred Loimer



Testemorial: ?



Testemorial: Kerstin Houf



Our Impact Areas IN 2025



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, packaging platforms, events across different countries.



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.
3. Launched the Living Vineyards Tour with Kelly Mullville, conducting 12 workshops, in 7 countries, with hundreds of attendees.



SAVING EVERY DROP

1. We're producing a report on water, titled "Saving Every Drop in Wine: Global insights from the Porto Protocol Community".



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.

SWOT Analysis

STRENGTHS

S

- A strong sense of community and shared purpose
- strong reputational legitimacy, built on trust rather than enforcement
- Practical tools are valued by members who engage with them
- Porto Protocol as a respected vehicle for sharing good practices
- Proven capacity to deliver credible, action-oriented initiatives (e.g. Living Vineyards, Bottle Reuse)

WEAKNESSES

W

- Low formal engagement and commitment relative to the size of the network
- Potential reach yet to be fulfilled
- Benefits and expectations of membership are not always clear or tangible
- Limited measurable collective impact across the full membership
- Uneven participation across projects, even when opportunities for visibility and leadership exist (e.g. Water Report)

OPPORTUNITIES

O

- Shift from "content provider" to "action enabler."
- Clarify what it means to "be a member."
- Scale and replicate proven action-oriented initiatives (e.g. Living Vineyards, Bottle Reuse) across the network
- Become the translator between science, policy, and business reality

THREATS

T

- Risk of being valued but not prioritised in time- and resource-constrained organisations
- Time scarcity and operational pressure
- Growing expectations for measurable outcomes as the network matures
- Growing expectations with network maturity

Porto Protocol is trusted, values-aligned, and rich in social capital, but must now translate belief into visible impact, structure engagement pathways, and tailor action to diverse member realities.

Key ISSUES



Porto Protocol
Members Survey

1

HIGH ALIGNMENT, LOW CONVERSION

Porto Protocol is widely respected and aligned with members' values, but this does not consistently translate into active participation or contribution.

2

ENGAGEMENT CONCENTRATED AMONG A FEW

A small number of members drive most participation, while many signatories and members remain supportive but passive.

3

STRONG INITIATIVES, LIMITED COLLECTIVE MEASUREMENT

We deliver high-quality projects, tools, and conversations, yet struggle to demonstrate collective, measurable impact at network level.

4

LACK OF A SHARED FLAGSHIP COMMITMENT

Unlike other initiatives in the sector, we do not yet have one clear, collective action that members can rally around and proudly identify with.

5

UNCLEAR VALUE EXCHANGE

The benefits, expectations, and ways of contributing are not always explicit, making it harder to grow ambassadorship, engagement, and sustainable funding.

6

LIMITED CAPACITY TO SCALE

Operating with a lean team and limited funding sources means Porto Protocol must prioritise carefully and cannot yet scale all initiatives or support engagement at the pace the community's ambition requires.

|||. 2026

2026 STRATEGIC PRIORITIES

What needs to change by the end of 2026 for Porto Protocol to become stronger, more effective, and more sustainable?

MAKE IMPACT MEASURABLE, EVEN IF IMPERFECT

Move from showcasing individual actions to aggregating simple, shared indicators that demonstrate collective progress across Porto Protocol initiatives.

EXPLORE A SHARED, MEASURABLE COLLECTIVE COMMITMENT

Move from individual initiatives to at least one clear, collective action that demonstrates the Porto Protocol's impact.

TURN ALIGNMENT INTO ACTIVE PARTICIPATION

Enable more members to contribute meaningfully, at different levels, to shared outcomes.

CLARIFY THE VALUE OF BELONGING

Make the benefits, expectations, and value of being part of Porto Protocol clearer — for signatories, members, and partners — to support long-term credibility and financial sustainability.

 **The availability of human and financial resources remains a key factor in Porto Protocol's ability to deliver and scale its work.**

2025-26

KEY ACTIONS (WIP)

CREATE A SHARED, MEASURABLE COLLECTIVE COMMITMENT

- **Launch a time-bound Working Group (Q1–Q2 2026) to:**
 - Design one collective Porto Protocol initiative (if strategic necessary)
 - Define its scope, ambition, and simple success indicators
 - Ensure it aligns with our Impact Areas and values (non-prescriptive, collaborative)
- Test the initiative with a small group of willing members before broader rollout
- Present the collective initiative to the full network with a clear invitation to participate at different levels

TURN ALIGNMENT INTO ACTIVE PARTICIPATION

- **Create clearer participation pathways for members & signatories:**
 - What does “contributing” look like in practice?
 - How can organisations engage with limited time or resources?
- Use Climate Talks, reports, and guides as participation gateways, not just communication outputs:
 - Each initiative includes a clear “how to get involved” moment
 - Explicit calls for case studies, pilots, or feedback
- Broaden participation beyond the usual contributors by:
 - Actively inviting quieter members into low-threshold actions
 - Making engagement easier and more visible

MAKE IMPACT MEASURABLE, EVEN IF IMPERFECT

- **Define a small set of shared indicators/principles (2–4 max) per Impact Area:**
 - Focus on what is realistic to collect
 - Prioritise direction and learning over perfection
- Use existing work as a starting point:
 - Build on the Water Report methodology
 - Apply similar logic to other Impact Areas
- Publish an annual collective progress snapshot:
 - What we tried
 - What members did
 - What we learned
 - What comes next

CLARIFY THE VALUE OF BELONGING

- **Set up a dedicated Working Group (early 2026) to:**
 - Review membership benefits and expectations
 - Analyse the survey results in depth
 - Propose clearer, more differentiated value propositions
- Use survey insights to redesign benefits, not assumptions:
 - What members value
 - What they don’t use
 - What would motivate pride and ambassadorship
- Present a revised membership and benefits proposal to members for discussion and feedback before implementation

Ways of BELONGING

REFRAMING OUR PRINCIPLES OF BELONGING

Legitimise different ways of contributing.

Enhance and support impact, advocacy, and sustainability leadership.

Avoid “paywall logic” and tiers based solely on financial contribution.

Reflect existing behaviours, not invent new ones.

Make benefits explicit, not assumed.

Ways of BELONGING (WIP)



REVISED MEMBERSHIP MODEL – REFLECTING HOW MEMBERS ALREADY ENGAGE *Work in Progress*

ALIGNMENT & BELONGING

1. Signatory

- Public alignment with Porto Protocol values
- Access to selected public tools, talks, and communications

SUPPORT & ACCESS

2. Member

- Access to guides and tools
- Ability to join projects and working groups
- Priority invitations to events and Climate Talks

VISIBILITY & INFLUENCE

3. Contributing Member

- Recognition as active contributors
- Visibility in reports, case studies, and communications
- Editorial and speaking opportunities
- Influence on project direction and priorities

CO-CREATION & LEADERSHIP

4. Leading Members

- Strategic visibility and positioning
- Involvement in flagship initiatives
- Co-creation and long-term direction setting
- Priority partnership opportunities

 **Porto Protocol encourages members to evolve over time — from alignment, to participation, to contribution — as their capacity and confidence grow.**

Ways of BELONGING (WIP)

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WHAT MOVES YOU TO MEMBER

- Chooses to support Porto Protocol financially (annual fee - 95€)
- Sharing one written solution
- Requests access to full guides and tools
- Expresses interest in joining a project or working group

WHAT MOVES YOU TO CONTRIBUTING MEMBER

- Sharing your case studies or experiences
- Participating in a working group or pilot
- Speaking at a Climate Talk or event
- Contributing data, insights, or feedback to a project
- Further support Porto Protocol financially (annual fee or more)

WHAT MOVES YOU TO LEADING MEMBER

A sustained leadership role, such as:

- Co-designing or steering a flagship initiative
- Supporting delivery financially and/or operationally
- Hosting pilots, working groups, or peer exchanges
- Helping scale solutions across the network

What Being a Member UNLOCKS



Access practical tools you can use
Join projects when it makes sense for you
Share what you're doing — and be recognized
Connect with peers facing similar challenges
Help shape what Porto Protocol works on
Grow Your engagement — and your impact

Building a financially SUSTAINABLE NETWORK

WHY IT MATTERS

Today, 90% Of our work is still financed by Taylor's.

As the community grows -in projects, geography, and ambition- diversifying funding is essential to ensure independence, continuity and long-term impact.

Membership contributions are one way to share responsibility for something we value collectively.

- Contributing to our auction is a pivotal way to support the sustainability of the organization.

MINIMUM ANNUAL FEE

+95€

Ensures accessibility across the network

RECOMMENDED ANNUAL FEE

+500€

Help accelerate projects and collective initiatives



Financial contribution does not define commitment — participation and contribution take many forms.

There is no single way to be INVOLVED (WiP)

BE PART OF WORKING GROUPS & SMALL COMMUNITIES

How do I join a group?

Work together in smaller groups. These are working spaces — not committees. Groups bring together peers facing similar challenges

Members can join:

- Project-based working groups
- Topic-focused groups (e.g., water, packaging, biodiversity)

SHARE WHAT YOU'RE DOING

How do I show what I'm doing?

Share your work and learn from others. This is about progress, not perfection.

Members can showcase:

- Practices they are testing
- Lessons learned (including what didn't work)

Progress made on climate challenges

Sharing can happen through:

- Case studies
- Climate Talks
- Reports and guides
- Porto Protocol events

PROPOSE IDEAS & SHAPE WHAT COMES NEXT

Can I propose ideas?

Porto Protocol grows from members' real needs.

Members can propose:

- New topics to explore
- Challenges they are facing
- Ideas for collaborative initiatives
- Ideas don't need to be "fully formed" — they can start as question

Some ideas become:

- Climate Talks
- Case studies
- Working groups
- Pilot projects

There is no single way to be INVOLVED (WiP)

JOIN ONGOING PROJECTS

How do I join a group?

Participate in ongoing initiatives across our Impact Areas (water, biodiversity, packaging, climate resilience).

Join at different levels:

- Share a Solution or experience
- Test or pilot a solution
- Contribute data or insights
- Take part in a working group
- No prior expertise required — learning together is part of the process

CONNECT WITH OTHER MEMBERS

How do I contact others?

Porto Protocol connects members across regions and roles. You are not expected to navigate this alone.

opportunities to:

- Exchange experiences
- Learn from Peers
- Find collaborations

Connections happen through:

- Events and Climate Talks
- Working groups
- Introductions facilitated by the Porto Protocol team

GROW YOUR INVOLVEMENT OVER TIME

How do I benefit more over time

There's no "right" level — but every step helps build collective impact.
Many members start by listening and learning.

Over time, some choose to:

- Participate more actively
- Share their experience
- Take on leadership roles

Engagement is recognised and valued — whether through time, knowledge, or leadership

2025-27 PROJECT PORTFOLIO

COLLABORATIVE NETWORKS

Activating peers to test, share, and scale solutions

Living Vineyards

- Regenerative practices tested and shared through real vineyard experiences

Bottle Loop

- Exploring reuse and circular models for wine bottles

FIELD & STORY

Learning by seeing, doing, and sharing stories

Living Vineyards Tour 2026

- On-the-ground learning across vineyards

Living Vineyards Documentary

- Stories from the field to inspire action

GUIDES & REPORTS

Turning complexity into practical decision-making tools

Saving Every Drop

- Water risks, resilience strategies, and real-world solutions

101 Climate Solutions for Wine

- A practical menu of actions producers can implement

Living Vineyards Handbook

- Translating field experience into guidance

MARKET & POLICY

Linking sustainability with trade realities

Trade & Sustainability

- Environmental action, markets, and competitiveness

TALKS

Connecting science, practice, and leadership

Climate Talks

- Strategic conversations on climate action and wines

Science Talks

- Research and expert insight for industry decision

FUNDRAISING & ENGAGEMENT

Mobilising the community through wine

Grapes for Humanity Auction

- Fundraise funds to support our work, through members' dream lots, to be bid through our Partner's auction

Wines of Change

- Our own Auction, taking place in Porto at the end of May

OPEN FOR SPONSORSHIP & COLLABORATION

Projects are shaped with and for members — partnerships welcome.

SAVING EVERY DROP IN WINE REPORT

WHY IT MATTERS

Water risk is escalating across all wine regions

WHAT

A practical report consolidating vineyard and winery water solutions

WAYS TO CONTRIBUTE

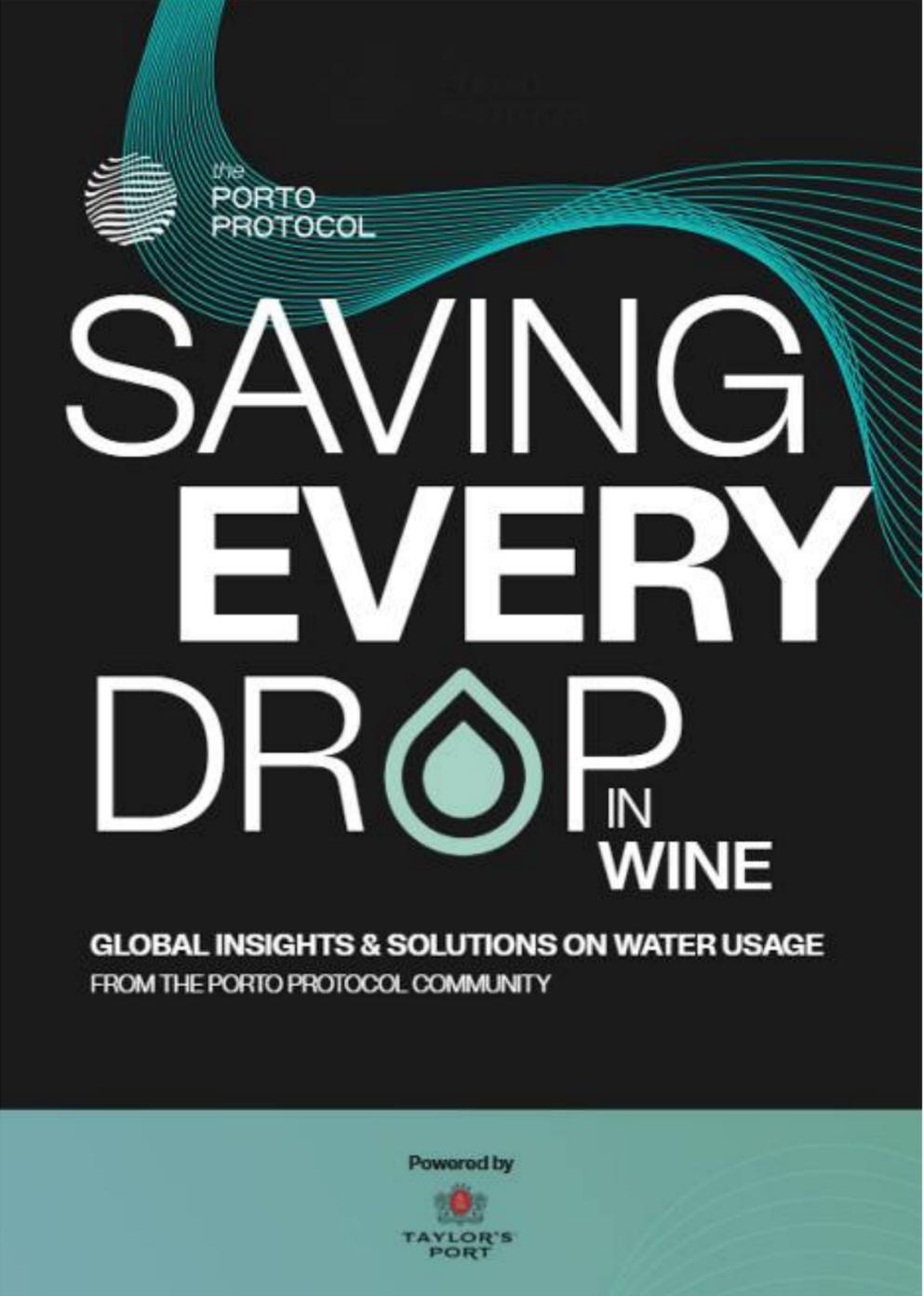
- Share vineyard or winery water practices
- Contribute case studies or data points
- Pilot or test approaches highlighted in the report
- Provide feedback on draft insights

STATUS & NEXT STEPS

- Interviews and inputs collected (2025)
- Report in development
- To be published in the 1st quarter of 2026
- Soft launch upon the academy talk at Wine Paris



PRESENTED BY:
Jihanni Brecci



Project lead: Jihanni Brecci
Supported by: Project benefactor

GRAPES FOR HUMANITY AUCTION

WHY IT MATTERS

A strategic partnership with an existing charity auction, bringing together exceptional wines and experiences donated by leading producers.

Through this collaboration, a share of the auction's proceeds is directed to support Porto Protocol's climate action work, creating an alternative, values-aligned funding source for the network.

WHAT

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WAYS TO CONTRIBUTE

- Donate wines or experiences to the auction
- Help amplify the initiative within your networks
- Participate as bidders and ambassadors
-

STATUS & NEXT STEPS

- Partnership confirmed
- Alignment on funding mechanism underway
- Call for member contributions opening in 2026



Project lead: Steven Campbell

In partnership with: Grapes for Humanity

WINES OF CHANGE LIVE AUCTION & DINNER

WHY IT MATTERS

The wine industry, like the planet we cherish, faces a pivotal moment. At the Porto Protocol, we've worked tirelessly to foster collaboration, share solutions and best practices, and create a ripple effect of climate action across our industry. Yet, as we push forward, the reality is clear: we cannot continue this vital work without your support.

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..

WAYS TO CONTRIBUTE

- Donate wines or experiences to the auction
- Buy tables at the event
- Participate as bidders and ambassadors
- Explore partnership or sponsorship opportunities linked to the auction

STATUS & NEXT STEPS

- Logistic operation
- Call for member contributions opening in 2026



Project lead: PP Team

In partnership with: World of Wine

LIVING VINEYARDS TOUR

WHY IT MATTERS

Vineyards sit at the frontline of climate change, yet many regenerative and ecosystem-based practices are still learned best in the field, peer to peer — not from reports or frameworks.

Through this collaboration, a share of the auction's proceeds is directed to support Porto Protocol's climate action work, creating an alternative, values-aligned funding source for the network.

WHAT

A series of in-person, field-based learning experiences hosted at vineyards across regions, bringing together growers, experts, and researchers to explore ecosystem restoration in practice.

The Living Vineyards Tour is part of the broader Living Vineyards collaborative network, and builds on existing expertise and leadership within the community — particularly through long-standing collaboration with practitioners such as Kelly Mulville (Paicines Ranch).

WAYS TO CONTRIBUTE

- Host a tour stop at your vineyard
- Participate in field visits and discussions
- Share practices, challenges, and lessons learned
- Support documentation and knowledge sharing from the field

STATUS & NEXT STEPS

- Tours delivered across multiple countries in 2025
- Continued field visits planned for 2026
- Insights feeding into the Living Vineyards Handbook and documentary



PRESENTED BY:

Kelly Mulville
Paicines Ranch

101 SOLUTIONS

WHY IT MATTERS

Across the wine sector, many effective climate solutions already exist — but they are often fragmented, undocumented, or hard to compare.

Producers need practical guidance that reflects real-world constraints, not theoretical best practice.

WHAT

A community-driven collection of practical climate solutions, co-authored with Porto Protocol members and partners.

The project brings together 101 concrete actions — from simple operational changes to more innovative practices — across areas such as water management, biodiversity, packaging, governance, and circularity.

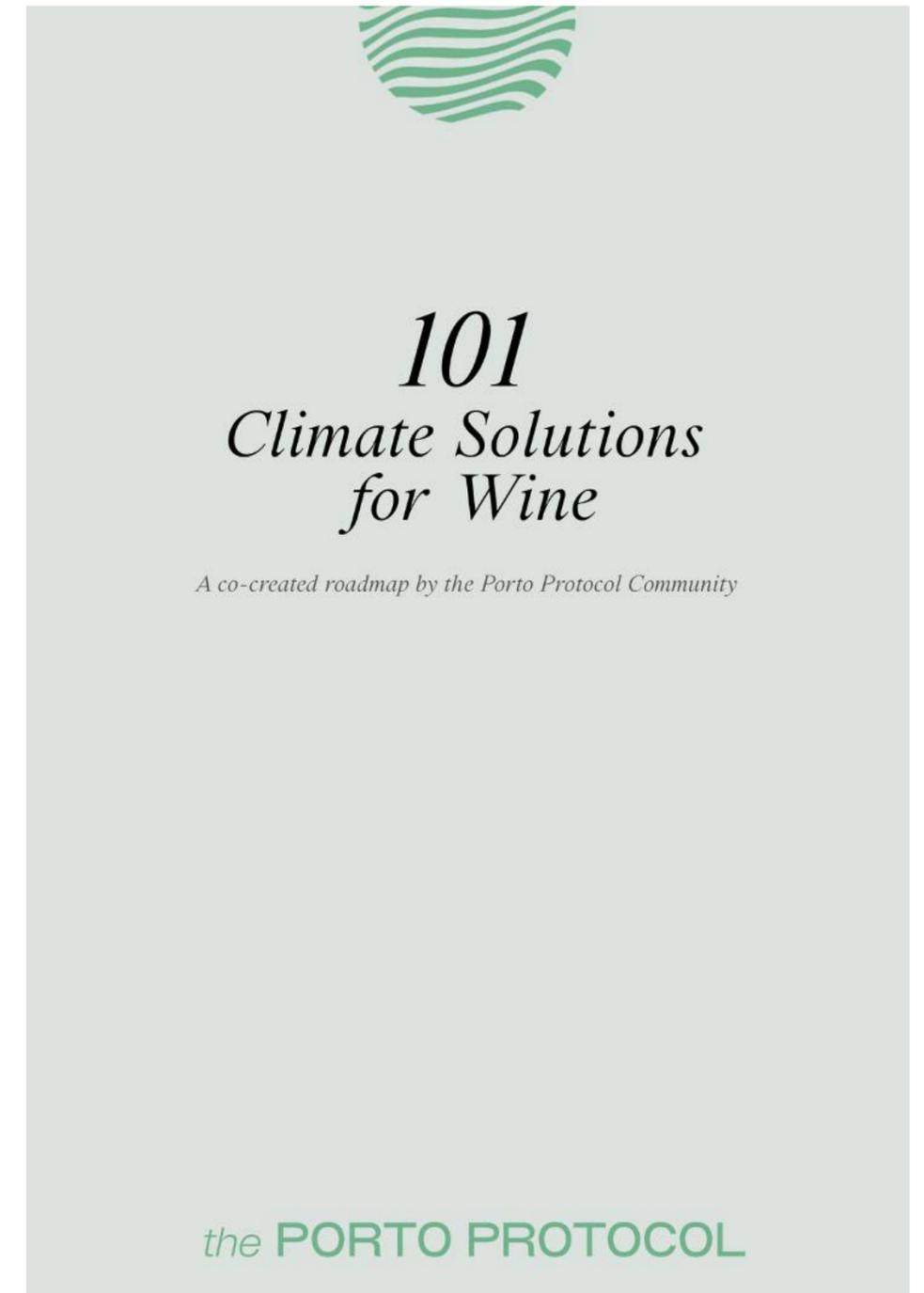
Solutions are reviewed through a shared protocol, organized by effort of implementation and potential impact, and made accessible through both a guide and the Solutions Hub.

WAYS TO CONTRIBUTE

- Submit solutions or practices already in use
- Share lessons learned — including challenges and limitations
- Participate in the review and validation process
- Help test, refine, or contextualize solutions for different regions

STATUS & NEXT STEPS

- Review protocol refined and in use
- Solution collection underway with members
- Guide and online publication planned for 2026
- Launch aligned with a live or online event (TBC)



2026 WHERE TO FIND US

FEBRUARY 2025



the PORTO PROTOCOL

Let's meet at

WINE PARIS

09 - 11 Feb. 2026
PARIS EXPO
PORTE DE VERSAILLES

FIND US AT:
Hall 7.1 - G231
Hall 4 - D141

WINE PARIS

Saving Every Drop
from soil to cellar

ACADEMY ROOM
4, HALL 7
11:30 am

HOST



Marta Mendonça
The Porto Protocol

GUESTS



Laura Catena
Catena Zapata
Argentina



Maxime Chapoutier
Maison Chapoutier /
France



Luis Constantino
Herdade dos Grous
/ Portugal



Kees Van Leeuwen
Bordeaux Sciences
Agro / France

the **PORTO PROTOCOL**





Your thoughts are

WELCOME

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?

2026 (date TBC):
Dependant on live event

WHERE?

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

Publish an annual collective progress snapshot:

- *What we tried*
- *What members did*
- *What we learned*
- *What comes next*