

Wine in Moderation – Art de Vivre Programme

For a sustainable wine culture



THE WINE SECTOR'S SOCIAL
RESPONSIBILITY MOVEMENT



Wine in Moderation – Art de Vivre Programme 2014 – 2016 in numbers

Organise Action

Since 2011, under the international coordination of the WiM Association, the Wine in Moderation Programme, has reached more than 26 countries worldwide.

“2014-2016 was a great period of growth for Wine in Moderation which saw new countries join the movement and welcomed many new Associated Partners.”



New entries

- 2014 - Vinos de Chile & RECEVIN
- 2015 - KNVW from the Netherlands (the first non-wine producing country to join Wine in Moderation) & FFVA (representing liquor / aromatised wines), Mediterranean Diet Foundation & FIVIN
- 2016: Munsänkarna (the world's largest wine club) joins as Observer. The Hungarian National Council of Wine Communities (HNT) and the Greek National Interprofessional of Wine and Wine (EDOAO) become National Coordinators. The Institute of Masters of Wine, The International Federation of Wine Brotherhoods & the International Federation of Wine and Spirit Journalist and Writers join the programme as Associated Partners

WIM NATIONAL COORDINATORS

- Argentina: Bodegas of Argentina
- Austria: Austrian Wine Academy
- Chile: Vinos de Chile
- France: Vin et Société
- Germany: Deutsche Weinakademie
- Italy: UIV & FEDERVINI
- Hungary: The National Council of Wine Communities (HNT)
- Greece: Greek National Interprofessional of Wine and Wine (EDOAO)
- Netherlands: KNVW
- Portugal: ACIBEV & AEVP
- Spain: Federación Española del Vino
- Sweden: Munsänkarna

OTHER COUNTRIES REACHED

- Australia
- Belgium
- Brazil
- Bulgaria
- China
- Croatia
- Cyprus
- Russia
- Serbia
- Switzerland
- Turkey
- United Kingdom
- Uruguay
- USA

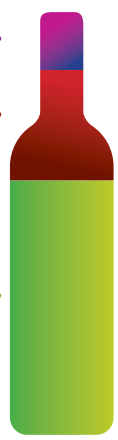
2014 – 2016 Budget breakdown

▶ **10,773,159€**

Management – Coordination
1,475,812€

Human Resources
2,806,002€

Campaigns – Actions – Tools
6,491,324€



More than
1,546
professionals
involved



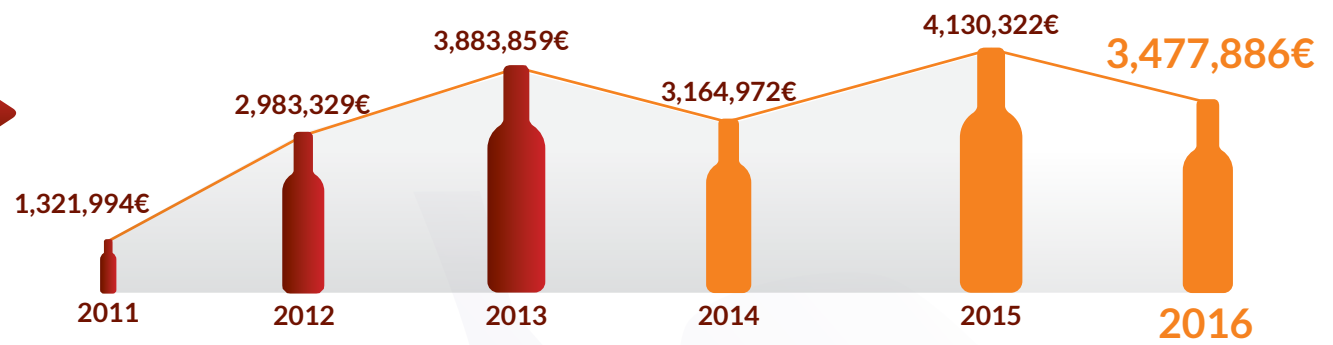
20,317
working days

“Wine in Moderation continues to gain momentum and has been established as the reference in Sustainability and Social Responsibility within the worldwide wine business.”



2011 – 2016 Investment by the Wine in Moderation Programme Actors

Total **18,828,428€**



Vocational Education

Training in wine, health and responsible business practices targeting wine professionals, has largely increased and expanded in far more countries. Partnerships, with the hospitality sector in particular, continuously improve competencies in responsible serving. Under the coordinated efforts of all WiM actors the Wine in Moderation training is being formalised within key vocational training curriculums.



“Wine in Moderation is backed by scientific evidence, education and self-regulation.”

Scientific documentation

The www.wineinformationcouncil.eu, an on-line database which gathers relevant studies on health, social and cultural aspects of wine consumption, was further updated with new scientific abstracts selected based on the ANZFA criteria and under the strict supervision of the Wine Information Council scientific advisory group. The new scientific evidence was communicated through the WIC newsletters. WIC conferences and events enhanced scientific dialogue and collaboration.

More than
83
active “Art de Vivre”
educational programme
providers



1,168
“Art de Vivre” training
sessions



27,781
Trained
Professionals



Empower Professionals



360
new registered
WiM supporters in
2014-2016



601
new scientific
abstracts



30
monthly
newsletters



60
WIC-related
scientific events



“Wine professionals act as ambassadors and multipliers of the Wine in Moderation message to the public, this is why empowering professionals is at the heart of the programme.”

Responsible Commercial Communication

Responsible Commercial Communication is set by the principles described in the Wine Communication Standards (WCS). The WCS is a code of conduct that works in tandem with existing self-regulation schemes and national legislation. All entities that joined Wine in Moderation (WiM Supporters) adhere to the WCS principles, use the Programme logo and responsible message in their commercial communications.

“Promoting Responsible Commercial Communication is pursued through the implementation of the Wine Communication Standards (WCS).”

Encourage Moderation and Responsibility

Inspired by the culinary and cultural heritage of wine, campaigns and well-targeted interactions aim at promoting moderation and responsibility in wine drinking as a cultural and social norm. During 2014-2016, existing campaigns were kept and enriched and new actions emerged.

Offline & online communication tools (spots, leaflets, social media, banners, etc.), wine tourism activities, seminars, public speeches, interviews, and the inclusion of the WIM logo/responsible drinking message within corporate and commercial communication and on wine labels brought the Wine in Moderation message closer to professionals and consumers.



6,493,386
Disseminated
Communication
Products (incl. Pamphlets,
newsletters, spots, etc.)

5,433
Wine in Moderation
Actions



“Wine in Moderation is aiming at raising awareness and knowledge on drinking patterns compatible with a healthy lifestyle and inspiring well-being.”

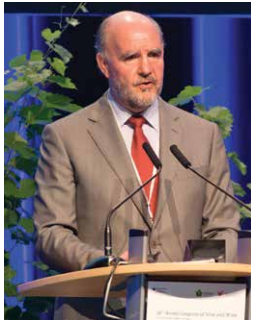


3,798
References in media

6,327,830
Participants



2,529
Opinion Leaders



Summary
WiM Association President
George T.D. Sandeman

From the very beginning in 2008, the Wine in Moderation programme has aimed to make a measurable contribution to the way people approach wine, and to reducing the abuse of alcohol. The progress made has been recognised and referenced as good practice by national, European and international authorities, but with success comes responsibility.

“ **Our challenge has been to evolve from a policy commitment to an international movement which creates a sustainable wine culture and encourages well-being and healthy lifestyles.** ”

This is the vision that drives our actions. This is what inspires us to continuously improve, to increase our efforts to bring about change. Looking back on this three-year period, much was achieved by all the dedicated people of Wine in Moderation. The programme continues to gain momentum and has been established as the reference in Sustainability and Social Responsibility within the worldwide wine business.

Growth

The culture of wine is shaped by everyone involved in wine, creating an amazing ecosystem of peoples, terroirs, businesses and consumers. Wine in Moderation seeks to include and enable everyone in a collective effort to encourage wine drinkers to be moderate and responsible in their consumption. Following an expansion in South America, Wine in Moderation strengthened its position in Europe by welcoming more actors from the old continent. The **Dutch Royal Wine Trade Association (KVNW)** – first National coordinator from a non-producing country – and the **Greek (EDOAO)** and **Hungarian (HNT)** inter-professional organisations joined the movement and quickly launched important initiatives ranging from multi-channel campaigns to innovative actions. The adherence of the **French Federation of Aperitif Wines** further broadened the reach in the wine categories; and Sweden’s **Munskänkarna**, a 26.000 consumers wine club, was the first non-commercial association to join as a national coordinator and spread the message of moderation to Swedish wine lovers. These new actors brought renewal and expanded the programme into more countries. Additionally, Wine in Moderation has been joined by several prominent Partners, including the **Institute of Masters of Wine**, the **Wine Brotherhoods International Federation**, and the **Wine Writers International Federation**, all adding their influence to expand the programme reach in the wine value chain by training professionals and by addressing consumers directly.

Action

Our efforts in education, information, responsible communication and service have increased and were enriched by the newcomers. From mapping national needs and drafting training curriculums for key wine vocations to actually providing training, we have been empowering professionals to encourage moderation and responsibility in the consumption of wine. This work was supported by the participation of WiM Association in the **OIV - International Organisation of Vine and Wine** (Observers since 2015), and with the inclusion of wine in moderation in the OIV Resolution on the training curriculum of Oenologists and Sommeliers. With a strong focus on credibility and the scientific documentation of the programme, and with the support of a Scientific Advisory Group (WIC), we have continued to assess, research and update the www.wineinformationcouncil.eu scientific database on wine, health and social aspects.

Wine in Moderation has continued to promote responsible communication through self-regulation in commercial communication. All the thousands of wine businesses joining the programme adhere to the principles of the Wine Communication Standards (WCS). The new on-line registration system will further facilitate participation and the use of the programme brand (registered TM); promoting the message of moderation.

Since 2015, we have also been looking to involve on-line wine writers through the innovative international awards BDWAbbyWIM, encouraging them to embrace responsibility and moderation in their articles and promote sustainability to their readers/followers.

New campaigns have flourished these last couple of years, bringing the Wine in Moderation message closer to the needs of national consumers. From the Netherlands, to Portugal and Argentina, consumers have discovered and learnt more about the moderate consumption of wine in various, fun and dynamic ways, starring comical characters or just embracing the Mediterranean way of life.

The programme’s visual image has been updated and improved, with a fresher, more contemporary look and nutritional information on wine has been included on the website. Available in 11 languages, the new communication references, together with programme implementation tools, can be found at www.wineinmoderation.com. Sustainability is not just about maintaining and creating value but also about capturing it. **We will continue to listen to stakeholders and partners to understand their needs, and pursue our efforts to inspire a sustainable wine culture and safeguard the legitimate place of wine in today’s challenging world.**

2014 - 2016
Good practices per pillar

Encourage Moderation and Responsibility



Vocational Education




Responsible Communication





About the Report

The WiM Association executes annually the reporting exercise through an on-line survey tool, tracking the commitment performance based on specific KPIs. Responses are assessed and interviews are organised in case of doubts. Restrictions/limitations do apply in such a wide reporting exercise in a fragmented agricultural (wine) sector. The authors have taken reasonable care to secure the accuracy of the information received and they are not responsible or liable for any errors or omissions.

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(WiM Association)

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The WiM Association is the international not for profit association, founded by wine sector associations and leading wine companies, that centrally coordinates the Wine in Moderation Programme and expands its reach and impact throughout the world.

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