



IMPROVING THE
SUSTAINABILITY OF GRAPE
AND WINE PRODUCTION AT
THE PRIORAT REGION

TECHNICAL DISSEMINATION GUIDE



LIFE15 ENV/ES/000399



Present document has been designed to guide and unify main concepts related to the communication of technical results from Life Priorat+Montsant project

THE PROJECT

Life Priorat+Montsant is a project whose main objective is to develop and demonstrate a large-scale model of sustainable wine production in the region of Priorat through the application of a set of methodologies for the efficient use of natural resources throughout its value chain, which is subsequently reproducible in other wine-growing regions of the European Union.



OBJECTIVES

Show growers and winemakers the benefits and advantages of applying sustainable production techniques to optimise resources.

Promote consumer awareness of the importance of reducing wine's environmental footprint.

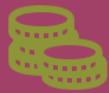
Provide wine producers and oenologists with training and the proper tools for the application of new business models that guarantee sustainable wine production.

Demonstrate the benefits of combining landscape preservation and reducing the global impact of wine's environmental footprint in order to promote sustainable tourism.

Transfer the results and lessons learned to other European wine regions, with the aim of replicating this sustainable production model.



MEMBERS



FUNDING

BUDGET: 1.529.153€
EU FUNDING: 909.670€



DURATION

JULY 2016 - JUNE 2020



ACTIONS

Application of a set of methodologies aimed at the efficient management of irrigation in wine-producing areas.

Implementation of good practices for the minimisation of chemically synthesised pesticides to combat three major diseases and pests that threaten grapevines: downy and powdery mildew and grape moth (*Lobesia botrana*).

Implementation of a specific Integrated Pest Management (IPM) programme for the vineyards.

Development of strategies to achieve the efficient use of fertilisers in vineyards.

Implementation of sustainable production techniques to optimise the use of resources (water, energy and materials) in the winery.

Providing wine producers and oenologists with the right tools to develop a sustainable wine production model.

Start of initiatives aimed at positioning the Priorat region as an international reference destination for the sustainable development of quality wine.

Development of initiatives aimed at replicating and transferring project results in other geographical areas. *desarrollar y transferir los resultados del proyecto en otras geografías.*

The project has involved 60 wineries and more than 500 winegrowers from the Priorat region

B1. OPTIMIZATION OF WATER MANAGEMENT FOR VINEYARD.

Life Priorat has developed a climate monitoring system for the región through 14 climate stations (11 of the project and 3 public)

240 hectares of vineyard belonging to 28 wineries have been monitored

The Project has achieved a 25-35% reduction in water consumption for irrigation.

B2. EFFICIENT USE OF PESTICIDES IN INTEGRATED PEST AND DISEASE CONTROL PROGRAMS FOR GRAPEVINE

Despite the low affectation of Mildiu and Oídio in the region during the project, good practices have been established. The Project has also evaluated products to reduce the use of copper and sulfur in vineyards.

The project has implemented practices of sexual confusion in more than 1500 hectares of vineyard (568 in DO Montsant and 966 in DO Priorat). A total reduction in the use of pesticides has been achieved.

B3. EFFICIENT USE OF FERTILIZERS IN THE VINEYARD

406 hectares of vineyard have been monitored and 587 soil and leaf analyzes have been developed.

Life Priorat + Montsant has reached a 100% reduction in the use of fertilizers on the studied vineyards.

B4 & B5. REGIONAL TAILORED BEST PRACTICES FOR WATER USE, ENERGY AND MATERIALS OPTIMIZATION IN WINERIES; ENVIRONMENTAL FOOTPRINT OF THE WINE PRODUCED IN THE PRIORAT REGION (PEF WINE)

The project has designed a good practices manual adapted to the wine situation in the Priorat region.

The environmental footprint of Priorat region wine has been analyzed and calculated using the European PEFCR methodology. The main results are: 1.24 kg of CO₂ equivalents and 5.03 KW / hour of energy consumed per bottle of wine produced.

B6. ACTION PLAN FOR A SUSTAINABLE WINE TOURISM AT THE PRIORAT REGION

Life Priorat + Montsant has developed a sustainability diagnosis of the wine sector in the Priorat region. The Project has developed some monitoring indicators and designed an action plan for sustainable wine tourism

B7. REPLICABILITY AND TRANSFERABILITY OF THE RESULTS OF THE PROJECT

Strategic alliances with other wine regions have been formed to promote the replicability of the project results:

- Spanish wine regions: DO Vinos de Navarra, DO Uclés and DO Ribeira Sacra.
- European wine regions: DO Nobile de Montepulciano (Italy), Vignerons Bio Nouvelle Aquitaine (France) and Douro região through an agreement with ADVID (Portugal)

BRAND

SIMPLE LOGO AND CORPORATE COLOURS



PANTONE 7495 - C42 M5 Y89 K29 - R135 G150 B55 - HTML879637

PANTONE 7434 - C11 M94 Y25 K35 - R150 G49 B86 - HTML963156

PANTONE Black 5 - C42 M69 Y37 K85 - R69 G49 B53 - HTML443135



IMPROVING THE
SUSTAINABILITY OF GRAPE
AND WINE PRODUCTION AT
THE PRIORAT REGION



MEJORA DE LA
SOSTENIBILIDAD VITIVINÍCOLA
DE LA COMARCA DEL PRIORAT



MILLORA DE LA
SOSTENIBILITAT VITIVINÍCOLA
DE LA COMARCA DEL PRIORAT

HORIZONTAL COMPLETE LOGO

VERTICAL COMPLETE LOGO

LIFE
PRIORAT
+MONTSANT

IMPROVING THE
SUSTAINABILITY OF GRAPE
AND WINE PRODUCTION AT
THE PRIORAT REGION

LIFE
PRIORAT
+MONTSANT

MEJORA DE LA
SOSTENIBILIDAD VITIVINÍCOLA
DE LA COMARCA DEL PRIORAT

LIFE
PRIORAT
+MONTSANT

MILLORA DE LA
SOSTENIBILITAT VITIVINÍCOLA
DE LA COMARCA DEL PRIORAT

WEB SITE AND SOCIAL NETWORKS



www.lifeprioratmontsant.eu



[LIFE PRIORATMONTSANT](https://www.youtube.com/LIFE-PRIORATMONTSANT)



[@PRIORATMONTSANT](https://twitter.com/PRIORATMONTSANT)



[life.priorat.montsant](https://www.instagram.com/life.priorat.montsant)



[life-priorat-montsant](https://www.linkedin.com/company/life-priorat-montsant)



DISSEMINATION RESOURCES

The following materials are available in Spanish, Catalan and English for its distribution.

ROLL-UP

INFOGRAPHIC

IMPROVING THE SUSTAINABILITY OF GRAPE AND WINE PRODUCTION AT THE PRIORAT REGION

LIFE PRIORAT + MONTSANT is a project funded by the European Commission whose main aim is to develop and demonstrate a large-scale model of sustainable grape cultivation and wine production in the Priorat region by applying a set of methodologies to ensure the efficient use of natural resources throughout the value chain, replicable in other wine-growing and producing regions in the European Union.

THE CHALLENGE OF THE PRIORAT REGION REGARDING SUSTAINABILITY:

In the last thirty years, the Catalan region of Penedès has developed as a wine-producing region, producing high-quality wine. Thanks to its favorable production processes and the advantages offered by its heritage of viticulture, natural and cultural values.

Nevertheless, the local grape growers and wine producers, made up of 125 wineries, are facing a series of challenges related to the sustainability of the cultivation and production, as well as ensuring a sustainable environment and reducing the impact of climate change on the quality and quantity of the wine produced. They are also facing other growing international competition and an increasingly demanding and highly-regulated market.

AN INNOVATIVE MODEL FOR THE SUSTAINABLE PRODUCTION OF HIGH-QUALITY WINE REPLICABLE IN OTHER WINE-GROWING AND PRODUCING REGIONS IN SPAIN AND THE REST OF EUROPE.

GOALS	ACTIONS	RESULTS
<ul style="list-style-type: none"> Decrease the use of pesticides and herbicides in the vineyard and in the winery. Reduce the consumption of energy, water and materials in the winery. Reduce the environmental impact of the wine production in the Priorat region. Reduce the environmental impact of the wine production in the Priorat region. Reduce the environmental impact of the wine production in the Priorat region. 	<ul style="list-style-type: none"> Apply a set of methodologies to ensure efficient risk management in the vineyard. Implement a specific biological pest management program in the vineyard. Implement a specific biological pest management program in the winery. Implement a specific biological pest management program in the winery. Implement a specific biological pest management program in the winery. 	<ul style="list-style-type: none"> Reduce water consumption per hectare of grapevine in the Penedès region. Reduce the consumption of energy, water and materials in the winery. Reduce the environmental impact of the wine production in the Priorat region. Reduce the environmental impact of the wine production in the Priorat region. Reduce the environmental impact of the wine production in the Priorat region.

A PROJECT THAT ALSO PROVIDES THE BASIS AND MORE SUITABLE TOOLS TO PROMOTE SUSTAINABLE WINE TOURISM.

LIFE PRIORAT + MONTSANT has a total budget of 1,529,157€, with a financial contribution from the LIFE+ fund of the European Union, and will be carried out over four years, from July 2016 to June 2020. The following organizations are involved in the project:

EFFICIENCY IN THE USE OF RESOURCES TO IMPROVE THE SUSTAINABILITY OF THE WINE AND WINE SECTOR IN THE PRIORAT REGION.

LIFE PRIORAT + MONTSANT | LIFE+ ENVIRONMENT

IMPROVING THE SUSTAINABILITY OF GRAPE AND WINE PRODUCTION AT THE PRIORAT REGION

LIFE PRIORAT + MONTSANT is a project funded by the European Commission whose main objective is to develop and demonstrate a model of sustainable wine production on a large scale in the Priorat region, through the application of a set of methodologies for the efficient use of natural resources in all its value chain.

A PIONEERING MODEL IN SUSTAINABLE WINE PRODUCTION IN THE PRIORAT REGION, APPLICABLE TO OTHER SPANISH AND EUROPEAN WINE REGIONS.

CHALLENGE

DECREASE THE USE OF RESOURCES IN VINEYARD AND IN WINERY

Water management | Phytosanitary | Fertilizers | Energy

GOALS

519,452€
49.94%
PARTNERS

1,529,157€
4 years
30/06/2020

CONTACT

www.lifeprioratmontsant.eu

A PROJECT THAT PROVIDES, IN ADDITION, THE MOST SUITABLE BASES AND TOOLS IN FAVOR OF A SUSTAINABLE WINE TOURISM

LIFE PRIORAT + MONTSANT has a global budget of 1,529,157€, with the financial contribution of the LIFE+ fund of the European Union, and will run for four years, from July 2016 to June 2020.

EFFICIENCY IN THE USE OF RESOURCES FOR THE SUSTAINABILITY OF THE WINE AND WINE SECTOR OF THE REGION OF PENEDE.

LIFE PRIORAT + MONTSANT | LIFE+ ENVIRONMENT

BROCHURE



TECHNICAL VIDEOS (Initial, B1-B5 activities, results and summary)

