

Efficiency in the use of resources for the improvement of sustainability of vine and wine sector at Priorat region.

Layman's report

LIFE15 ENV/ES/000339



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1. THE SUSTAINABLE CHALLENGE OF THE PRIORAT REGION

Over the last 30 years, the Catalan region of Priorat has become a model of international success in the production of high quality wines thanks to the careful production of its wines and the use of its viticultural, natural and cultural heritage. Currently, in a context of growing international competition and in increasingly demanding and environmentally responsible market, the 170 wineries attached to the region's appellations of origin, the DO Montsant and the DO qualified Priorat, are facing new challenges related to the sustainability of vine growing and winemaking, the conservation of the natural environment or the reduction of the environmental impact of the sector.

In this context, the vine growers and wineries in the area have been faced with the need to improve efficiency in the natural quality of the soil, water sources and biodiversity. Therefore, this European commitment aims to develop and demonstrate a model of sustainable wine production in the Priorat region, through the application of a set of methodologies for the efficient use of natural resources, which is later replicable in other wine-producing regions of the European Union.

The project has also contributed to the application of strategies to reduce the environmental impact of the life cycle of the wine produced in the Priorat region, through the implementation of the PEF WINE calculation rules (pilot of the initiative "Environmental Footprint of Product" of The EU).



HIGHLIGHTS

LIFE PRIORAT + MONTSANT CONTRIBUTES TO THE SUSTAINABILITY OF VITICULTURE AND WINE IN THE REGION OF PRIORAT THANKS TO THE HELP OF WINERIES AND VITICULTURISTS.

2. LIFE PRIORAT+MONTSANT PROJECT

Life Priorat + Montsant is a project that started with the aim of developing and demonstrating a sustainable viticultural and wine production model in the Priorat region, through the application of a set of methodologies for the efficient use of natural resources throughout its value chain, which is subsequently replicable in other wine-producing regions of the European Union.

VITEC (Wine Technology Center) has led this consortium project in which the Regulatory Council of the Denomination of Origin of Montsant, the Regulatory Council of the Qualified Denomination of Origin of Priorat, the service company for sustainability Lavola 1981, SA and the Wine Technology Platform (PTV) have also participated.

The project has a global budget of 1,529,153 euros, has had the financial contribution of the LIFE+ program of the European Union, and has been developed for four years, from July 2016 to June 2020.

Technical data

Project Reference	LIFE 15 ENV/ES/00399
Project Title	“Eficiencia en el uso de los recursos para la mejora de la sostenibilidad vitivinícola de la Comarca del Priorat”
Acronym	LIFE PRIORAT+ MONTSANT
Partners	VITEC (Wine Technology Center), as beneficiary coordinator, the Montsant Denomination of Origin Regulatory Council, the Priorat Qualified Denomination of Origin Regulatory Council, the company Lavola 1981, SA and the Wine Technology Platform (PTV).
Budget	1.529.153 euros
Financing from the European Union	909.670 euros
Percentage of co-financing	59,96%
Start Date	1/07/2016
End Date	30/06/2020

HIGHLIGHTS

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

Objectives

- ✿ Show viticulturists and winemakers the benefits and advantages of the application of sustainable production techniques for the optimization of resources.
- ✿ Sensitize consumers about the importance of reducing the environmental footprint of wine.
- ✿ Provide training and appropriate tools to viticulturists and oenologists for the application of new business models that guarantee sustainable wine production.
- ✿ Present the benefits of combining landscape conservation and reduction of the impact of the global environmental footprint of wine to promote sustainable tourism.
- ✿ Transfer the results and lessons learned to other European wine regions, with the aim of replicating this model of sustainable production.

Plan of Action

- ✿ Application of a set of methodologies aimed at the efficient management of irrigation in viticulture.
- ✿ Implementation of good practices for the minimization of chemical synthesis phytosanitary products to combat three main pests of the vine: Mildew, Powdery mildew and Cluster Moth (*Lobesia botrana*).
- ✿ Development of strategies to achieve an efficient use of fertilizers in the vineyards.
- ✿ Implementation of sustainable production techniques to optimize the use of resources (water, energy and materials) in the winery.
- ✿ Providing viticulturists and oenologists with the appropriate tools to develop a sustainable model of wine production.
- ✿ Launching of actions aimed at positioning the Priorat region as a destination of international reference in the sustainable production of quality wine.
- ✿ Development of initiatives aimed at replicating and transferring the results of the project in other geographies.

HIGHLIGHTS

LIFE PRIORAT + MONTSANT HAS PROVIDED THE MOST SUITABLE BASES AND TOOLS IN FAVOR OF A SUSTAINABLE WINE TOURISM IN THE PRIORAT REGION.

3. THE CONSORTIUM



VITEC, - Wine Technology Center-, conducts applied research and technological services for vineyards and wine. The lines of research are organized around the areas of: viticulture, oenology, microbiology, oenological analysis and sensory analysis.

VITEC started its activity in August 2009 as a non-profit organization, allocating all its income to improve its research activity and to promote wine innovation and offer the best results to wine companies.



DO Montsant is a regulatory council that controls the origin, quality and market of the wine produced in more than 50 wineries in the Priorat and Ribera d'Ebre regions, which add up to a vineyard area of 1.800 hectares.



DOQ Priorat is a regulatory council that controls the origin, quality and market of the wines produced in 9 of the 23 municipalities that administratively form the Priorat region. It has an area of 17,629 hectares of which 1,887 are planted with vines and cultivated by more than 600 winegrowers.



Lavola is a company based in Barcelona that offers a range of 360° services for sustainability with which it responds to the needs of companies and institutions through three business areas: consulting, communication services and education for sustainable development.



PTV is an association that is committed to innovation as the engine of wine competitiveness. Its main objective is to establish a common R & D & i strategy for the entire Spanish wine sector. To do this, it structures the different agents and identifies the main technological needs and challenges facing the sector.

4. ACHIEVEMENTS

4.1. Water Management. Efficient use of irrigation in viticulture

A free access climate monitoring system has been developed for the region through 14 meteorological stations (11 own and 3 public).

240 hectares belonging to 28 wineries have been monitored, with the main vine varieties of the region.

Life Priorat + Montsant has achieved a reduction of water consumption for irrigation of between 25% and 35%, compared to the 10% expected.



4.2. Reduction of chemical synthesis phytosanitaires

Good practices have been established and products have been evaluated. Products that allow reducing the use of copper and sulfur in vineyards, despite the little impact of Mildew and Powdery Mildew in the region during the project.

Sexual confusion practices have been implemented in 568 hectares of DO Montsant vineyards and 966 hectares of DOCa Priorat, achieving a total reduction in the use of phytosanitary products.

4.3. Efficient use of fertilizers in vineyards

Life Priorat + Montsant has achieved a 100% reduction in the chemical fertilizers used on the studied surface, by monitoring 406 hectares of vineyards and 587 soil and leaf analyzes.

4.4. Minimization of water and energy consumption in wineries and calculation of the environmental footprint of the area

A manual of good practices and improvement strategies adapted to the situation of the Priorat region has been created.

The average environmental footprint has been analyzed and calculated using the European PEFCR methodology for life cycle analysis applied to 27 vineyards and 19 wineries

The results have been the following: 1.24 kg of CO2 equivalent, 20% less than the European average value, and 5.03 KW / hour of energy consumed for each bottle of wine produced.

4.5. Sustainable wine tourism

Life Priorat + Montsant has carried out a diagnosis of the sustainability of the wine sector in the Priorat region, developing monitoring indicators and preparing an action plan for sustainable wine tourism.



4.6. Transfer and synergies with other wine regions

Alliances have been forged with other wine regions to favor 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, Vignerons Bio Nouvelle Aquitaine (Bordeaux, France) and the Portuguese region of the Douro, through an agreement with ADVID.

HIGHLIGHTS




INITIATIVE THAT HAS BEEN BASED ON THE USE OF A SET OF METHODOLOGIES THAT GUARANTEE AN EFFICIENT USE OF NATURAL RESOURCES IN ALL ITS VALUE CHAIN.

5. DISSEMINATION

All the **communication actions** carried out, and which are listed below, have served to create the identity and reputation of **LIFE PRIORAT + MONTSANT**. This work has been developed based on descriptive and detailed information on the project, through **relevant content for both the general and specialized public**, illustrative videos of technical actions, or links to publications on the initiative in the media.

It has participated in outreach and networking activities with other LIFE projects, as well as in the **dissemination in congresses and technical seminars** in which the most relevant and innovative informative and highly specialized technical publications have been presented. In addition, the project has been communicated to the general public through the web, the media and social networks.

Likewise, both the web and social networks have been (and continue to be) **a platform for dissemination and contact** that have allowed the public to better understand the project, as well as interact with the people, partners and entities involved. **Biannual newsletters** and **videos of the project** have been published, communicating at the appropriate times the main news and milestones reached during the project.

(You can see them here):   

Communication tools and activities:

- 🌿 Web
- 🌿 Social Networks
- 🌿 Information panels
- 🌿 Triptych
- 🌿 Roll-up
- 🌿 Infographics
- 🌿 Newsletters
- 🌿 Audiovisual material
- 🌿 Manual of technical dissemination
- 🌿 Relationship with the media and dissemination of content
- 🌿 Informative and technical publications
- 🌿 Participation in congresses, fairs and conferences

All communication tools, audiovisual material and publications are available on the project website: www.lifeprioratmontsant.eu

Communication with the media

- ✿ Dissemination of 3 press releases, with a total of 35 impacts, on the occasion of:
 - [The launch of the project](#)
 - [The commemoration of World Environment Day](#)
 - [Presentation of results](#)
- ✿ Publication of the article [La D.O.Q. Priorat y la D.O. Montsant apuestan por un modelo de producción sostenible incrementando la calidad](#) in the Enovicultura magazine
- ✿ Publication of the article [Sostenibilidad en el Priorat](#) in Alimentaria magazine

Public relations events and actions

The project has been present in 18 events, including congresses, fairs and conferences and has been disseminated by networking with other projects in 10 networking days, standing out for its impact:

Closing event and presentation of results.

This [meeting](#) was held virtually, with the participation of different technical representatives and with a keynote speech by IRTA on "Post-Covid viticulture: Climate Change and Sustainability" in June 2020.

Networking day to exchange results and progress with the Smart Sustainable Wine project.

The progress of the project as well as the way forward to achieve greater viticultural sustainability was presented at the CSIC in June 2019.

Technical spread

The project has been disseminated in **13 technical conferences** and **5 technical seminars**, including informative seminars and annual results presentation.

Transfer and synergies with other wine regions

Alliances have been forged with other wine regions to favor the replicability of the project results:

- ✿ Spanish wine regions: DO Vinos de Navarra, DO Uclés y DO Ribeira Sacra.
- ✿ European wine regions: DO Nobile de Montepulciano, Vignerons Bio Nouvelle Aquitaine (Burdeos, Francia) y la región portuguesa del Douro,

mediante un acuerdo con ADVID.

Technical videos to present results

- ✿ [Water management. Efficient use of irrigation in viticulture.](#)
- ✿ [Efficient use of phytosanitary products.](#)
- ✿ [Efficient use of fertilizers in vineyard.](#)
- ✿ [Best practices to optimize the consumption of water, energy and materials in the winery. Environmental footprint of the wine produced in the Priorat region.](#)

[See Dissemination Technical Manual](#)

6. LIFE PROGRAM

Life PRIORAT+MONTSANT has had the support of the financial instrument LIFE of the European Union

The [LIFE program](#) is the EU's funding instrument for the environment and climate action. The general objective of LIFE is to contribute to the implementation, application, updating and development of EU environmental policy and legislation in the field of the environment by financing projects with European added value.

LIFE started in 1992 and to date has co-financed some 4,200 projects across the EU, contributing approximately **€ 3.4 billion to protecting the environment.**



More information and contact

Web: <https://www.lifeprioratmontsant.eu/>

Twitter: [prioratmontsant](https://twitter.com/prioratmontsant)

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

