



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

After Life Communication Plan 2020-2024

LIFE15 ENV/ES/000339



1. INTRODUCTION

Despite the fact that the wine sector and winelovers are two groups that are particularly aware of environmental sustainability, it is necessary to strengthen awareness actions for the long-term application of the results of the LIFE PRIORAT+MONTSANT project. An After LIFE Communication Plan is therefore needed to continue disseminating information and make durable the actions developed during the project. This After LIFE Plan will be divided in two sections:



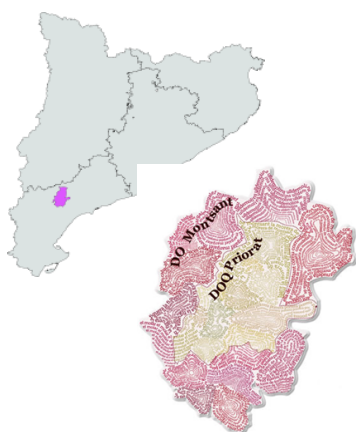
a. Concise presentation of the LIFE PRIORAT+MONTSANT project, with a focus on the project results, activities and impacts on the target audience.



b. Presentation of the strategy to continue the communication with the target audience for the coming years. This After LIFE Plan is scheduled for a five years period [2020 - 2024].

An efficient After LIFE Plan should guarantee an increase of the usefulness of the project with a little support of money or human resources and a strong collaboration between partners.

2. THE LIFE PRIORAT+MONTSANT PROJECT



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 the 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.



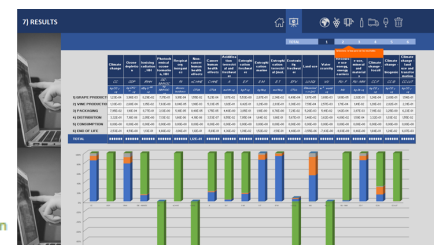
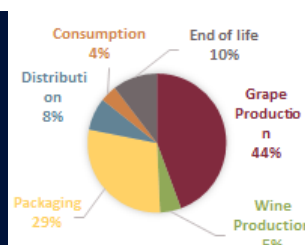
The project has also contributed to the application of strategies to reduce the environmental impact of the life cycle of the wine produced in the Priorat region, through the implementation of the PEF WINE calculation rules (pilot of the initiative "Environmental Footprint of Product" of The EU).

2. THE LIFE PRIORAT+MONTSAINT PROJECT

A summary of environmental problems addressed, solutions and benefits is shown below:



| ACTION | ENVIRONMENTAL PROBLEM ADDRESSED | HYPOTHESIS TO BE DEMONSTRATED / VERIFIED | TECHNICAL / METHODOLOGICAL SOLUTION | EXPECTED RESULTS AND ENVIRONMENTAL BENEFITS |
|--------|---------------------------------|---|---|---|
| B1 | Water scarcity | Reduction of 10% in water consumption per ton of grape produced for irrigating 400 ha of vineyards. It is expected that other producers will commit to follow the recommendations of the project reaching a total area of 250 h. | 11 weather stations were installed, along with other six ones of the Catalan network, meteorological variables are being recorded regularly, it is expected to achieve one of the largest networks of climate vine area in Europe. From the obtained data, combined with soil analysis and plant physiological monitoring done weekly, recommendations for irrigation can be made, depending on the variety and soil type, as well as assessing the quality of the grapes and resulting wine. | This action can be carried out by knowing the type of soil and climatology, making direct measures to the plants, monitoring of water consumption and assessment of the quality of the grapes and wine and controlling the ripening of the grape by adjusting the doses of water from veraison. The wineries and vine growers will benefit from recommendations according to variety and types of soil, recommendations of liters/plant according to their needs and irrigation in the moments of the need of the plant. |
| B2 | Pests and diseases | Reduction of 25% of the life-cycle environmental impact and 15% of the economic costs associated to pests and diseases treatments applied in 250 ha. It is expected that the number of the ha which are being under this action will increase and other producers will commit to follow the recommendations of the project reaching a total area of 1,200 ha (30% of vineyard area in the Priorat). | 3 annual tests, one for each disease/pest with the highest incidence in the region, which non-chemical synthesis products were used: 1- Control of the Mildew 2- Control of the Powdery Mildew 3- Control of the Grapevine Moth It is expected to reduce the quantity of copper and sulphur used and also increase the number of traps to fight against the Grapevine Moth. | Making comprehensive controls and treatment recommendations that seek to reduce the use of phytosanitary products. Implement more effective and respectful treatments with the vine and the natural environment, and that imply, in addition, a reduction of the expense on the part of the vine grower. |
| B3 | Use of fertilizers | Reduction of at least 20% of chemical fertilizers used in 400 ha of vineyards | In order to optimise the use of fertilisers in the right dose at the optimum time and to increase the content of organic matter, soil analysis are being carried out for each plot, nutrient analysis of the leaves to detect deficiencies and also the fertiliser consumption is being monitored. | Development of a specific fertilisation plan for plot (soil analysis). Provide the right doses of fertilisers. Increase the organic matter of the soils. Eliminate micronutrient deficiencies (leaf analysis). |
| B4 | Water and energy consumption | Reduction of 15% of the environmental impacts and economic costs of wine making processes through the optimization of resource use | Data collection for 3 years (questionnaire). Evaluation of the current situation (consumption of water, energy and materials). Identification of the potential for environmental improvement and good practices considering a life cycle perspective. | Manual good practices and improvement strategies adapted to the situation of the region. Cost reduction. New management model that prioritizes the efficient use of resources. |



3. ACTIVITIES AND IMPACT ON THE TARGET AUDIENCE



a. Communication actions

- 

23 workshops have been held to communicate the actions and results of the project.
- 

59 wineries have actively participated in the project by disseminating the actions and their results to their workers and wine tourists.
- 

The project has been disseminated in 13 technical conferences and 5 technical seminars.
- 

3 press releases, with a total of 35 impacts, have been released on the occasion of the launch of the project, the commemoration of World Environment Day, and closure.
- 

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



o Spanish wine regions: DO Vinos de Navarra, DO Uclés y DO Ribeira Sacra.



o European wine regions: DO Nobile de Montepulciano, Vignerons Bio Nouvelle Aquitaine (Bordeaux, France) and Douro Portuguese region through ADVID association.



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





3. ACTIVITIES AND IMPACT ON THE TARGET AUDIENCE

b. Communication tools

Different communication materials were produced during the project. All materials are available in Catalan and Spanish. Some materials were translated into English.

- 
 A website of the project (www.lifeprioratmontsant.eu) available in three languages (Catalan, Spanish and English)
- 
 Twitter, LinkedIn, Instagram and Youtube LIFE PRIORAT+MONT SANT project channels.
- 
 108 Notice boards (8 in roll-up format) in wineries, public bodies and partners of the project.
- 
 Informative infographic about the project and some relevant advances
- 
 7 online newsletters.
- 
 A technical Dissemination Manual
- 
 An Exhibition panel located in VITEC premisses
- 
 5 Technical videos of the project
- 
 All presentations used during workshops and events
- 
 A public report presenting the main improvement strategies on wineries' sustainability
- 
 An action plan for sustainable wine tourism in the Priorat region
- 
 A tailored spreadsheet to allow wineries to estimate the environmental footprint profile of their specific wines

3. ACTIVITIES AND IMPACT ON THE TARGET AUDIENCE

c. Results and effect of communication



Communication has increased the level of knowledge and awareness on sustainability in vine-growing and winemaking sector, as well as regional public bodies and wine lovers. This fact suggests that communication is efficient in raising awareness when the target audience is clearly identified.



Due to the COVID19 pandemic, it has not been possible to fully develop all planned communication actions, especially those that are face-to-face. This fact reinforces the need to develop an after life communication plan to overcome the limitations encountered due to COVID19 in the last 6 months of the project



A specific communication campaign is needed to reach the target audience at a national and European scale. Such a campaign requires adapted communication tools including technical workshops, policy notes and frequent use of mass media and the many varied web-based instruments (social networks, etc.). New agreements with alliances with regional, national and European stakeholders and wine regions will also be promoted to communicate and replicate project results.



4. THE AFTER LIFE AND FUTURE COMMUNICATION ACTIONS

This After LIFE Communication Plan is focused on five main actions: (1) Maintenance of the project website and weather stations network (2) Continue the collaboration between partners and stakeholders; (3) Follow-up the vine-growers and wineries involved in the project; (4) Continue awareness among wine sector and general public, and (5) To incorporate sustainable viticulture and oenology practices into the specifications of the Priorat and Montsant designations of origin. The plan is scheduled for a five years period [2020 – 2024].

ACTION 1: Maintenance of the project website and weather stations network

DESCRIPTION

The Life Priorat+Montsant website (www.lifeprioratmontsant.eu) is the central communication tool which disseminate information on vine-growing and winemaking sustainability in three languages (Catalan, Spanish and English). The website, including weather stations network, will be maintained online during five years.

INSTITUTION RESPONSIBLE

The maintenance will be taken by VITEC in collaboration with DO Montsant, DOQ Priorat, PTV and LAVOLA. VITEC will pay the hosting of the website during the five years of the Alter LIFE Plan.

PERIOD/ FREQUENCY

Every 6 months. A first revision is planed in December 2020

AUDIENCE TARGETED

Wine professionals, general public, students

ESTIMATED BUDGET

22.000,00 €




The screenshot shows the website header with the LIFE logo and project title. The navigation menu includes: QUÈ ÉS LIFE, LIFE PRIORAT+MONTSANT, SOCIS, MEDIATECA, NOVETATS, NETWORKING, CONTACTE, and INFORMACIÓ METEOROLÒGICA. The main banner features a vineyard landscape with the text: "Eficiència en l'ús dels recursos per millorar la sostenibilitat vitivinícola de la comarca del Priorat". At the bottom, there are three buttons: "Life Priorat+Montsant", "Mediateca", and "Socis".

4. THE AFTER LIFE AND FUTURE COMMUNICATION ACTIONS

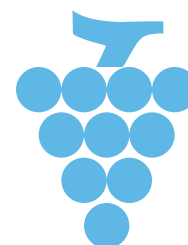
ACTION 2: Continue the collaboration between partners and stakeholders



| | |
|--------------------------------|--|
| DESCRIPTION | <p>The collaboration between partners will continue once the project is over to promote new projects and actions on the scope of the project.</p> <p>Also, new agreements with stakeholders (mainly at the local and regional level) will be achieved to foster sustainability actions and policies, and to develop new projects with high social and economic impact.</p> |
| INSTITUTION RESPONSIBLE | All partners |
| PERIOD/ FREQUENCY | All the year for networking activities |
| AUDIENCE TARGETED | Wine professionals, general public, public bodies |
| ESTIMATED BUDGET | 8.000,00 € |

ACTION 3: Follow-up the vine-growers and wineries involved in the project

| | |
|--------------------------------|---|
| DESCRIPTION | <p>The wineries and winegrowers who have participated in the project will be monitored to enable them to maintain and improve their sustainability and energy efficiency actions. VITEC and the designations of origin will maintain the consultancy service. Thanks to this action, it is hoped to consolidate the good practices of the participating wineries and to attract new ones.</p> |
| INSTITUTION RESPONSIBLE | VITEC, DO MONTSANT, DOQ PRIORAT |
| PERIOD/ FREQUENCY | All year |
| AUDIENCE TARGETED | Wine professionals, general public, students |
| ESTIMATED BUDGET | 12.000,00 € |



4. THE AFTER LIFE AND FUTURE COMMUNICATION ACTIONS

ACTION 4: Continue awareness among wine sector and general public



| | |
|--------------------------------|--|
| DESCRIPTION | The partners will continue to disseminate the good practices and results of the LIFE PRIORAT+MONTSANT project in their regular consultancy, knowledge transfer and training actions. It is foreseen the participation in at least 4 actions per year per partner addressed to the general public, students and wine professionals. |
| INSTITUTION RESPONSIBLE | All partners |
| PERIOD/ FREQUENCY | All the year |
| AUDIENCE TARGETED | Wine professionals, general public, students |
| ESTIMATED BUDGET | 8.000,00 € |

ACTION 5: To incorporate sustainable viticulture and oenology practices into

the specifications of the Priorat and Montsant designations of origin

| | |
|--------------------------------|---|
| DESCRIPTION | The designations of origin will include good viticultural and oenological practices in their regulations and specifications, based on the results and lessons learned from the LIFE PRIORAT+MONTSANT project. |
| INSTITUTION RESPONSIBLE | DO MONTSANT, DOQ PRIORAT |
| PERIOD/ FREQUENCY | 2021 - 2022 |
| AUDIENCE TARGETED | Wine professionals |
| ESTIMATED BUDGET | 10.000,00 € |





LIFE15 ENV/ES/000339

More information and contact:

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

Twitter: [prioratmontsant](#)

Linkedin: [life-priorat-montsant](#)

Instagram: [life.priorat.montsant](#)

