



ENRICO SERAFINO IS VIVA

The first Alta Langa Viva-certified



ENRICO SERAFINO

ACHIEVED VIVA CERTIFICATION THAT ASSESSES THE SUSTAINABILITY PERFORMANCES OF ALL COMPANY ACTIVITIES.

OUDEIS

IS THE FIRST ALTA LANGA EVER TO ACHIEVE THE VIVA PRODUCT CERTIFICATION OF SUSTAINABILITY.



VIVA SUSTAINABILITY
IN THE ITALIAN
WINE SECTOR



ENRICO SERAFINO
1878

VIVA CERTIFICATION

a conscious choice



Ministero dell'Ambiente e della
Tutela del Territorio e del Mare

WE CARE ABOUT FUTURE GENERATIONS AND WE ARE COMMITTED TO SUSTAINABILITY INCLUDING ENVIRONMENTAL PROTECTION, SOCIAL PROGRESS AND ECONOMIC DEVELOPMENT.



WE CERTIFY OVER TIME THE SUSTAINABILITY PERFORMANCE OF ALL OUR ACTIVITIES WITH REGARD TO ENVIRONMENTAL PROTECTION, SOCIAL PROGRESS AND ECONOMIC DEVELOPMENT

SUSTAINABILITY IS ALL ABOUT RESPONSIBILITY

it includes every action in each area of activity: community, vineyard, cellar, distribution, and consumption.

VIVA IS ALL ABOUT RESPONSIBILITY

Viva assesses the impact of every action in the entire production process.

CONSISTENT APPROACH

SUSTAINABILITY IS NOT AN OPINION

we act basing on a set of measurable sustainability guidelines.

VIVA IS NOT AN OPINION

actions are assessed based on measurables and international standards.

MEASURABLE AND COMPARABLE APPROACH

SUSTAINABILITY IS MINDFULNESS

a full set of understandable and clear data are made accessible to everybody.

VIVA IS MINDFULNESS

the whole set of VIVA data are accessible to everybody scanning the dedicated QR code.

TRANSPARENT APPROACH

SUSTAINABILITY IS A PATH

we fix a full set of annual sustainability goals to keep us improving.

VIVA IS A PATH

the achievement of a set of goals is required to maintain the certification.

GOAL-ACHIEVED APPROACH

SUSTAINABLE GROWTH IS AN ACT OF WILL



VIVA SUSTAINABILITY
IN THE ITALIAN
WINE SECTOR

The indicators



THE AIM OF IMPROVING SUSTAINABLE PERFORMANCE IS PURSUED THROUGH THE ANALYSIS OF FOUR INDICATORS SCIENTIFICALLY RECOGNIZED AND DEVELOPED FOLLOWING INTERNATIONAL STANDARDS



INDICATORS

DEFINITION

EXAMPLES OF VERIFIED AREA

METHODOLOGICAL REFERENCES



assesses the impact on the territory and the community of the company's actions considering the environmental, social and economic aspects. The analysis involves biodiversity, landscape, society and community.

- ethical of relations with employees
- workplace safety
- ethical of relations with suppliers and customers
- communication truth
- community involvement
- inclusion and equity
- respect for the landscape

Sustainability Reporting Guidelines GRI G 3.1.



assesses the impact of agronomic management practices in the vineyards and the related impacts on water bodies and soils. The analysis involves six areas: defense, fertilization, compaction, organic matter, erosion and landscape.

- soil processing
- farming practices
- biodegradable materials
- insects protection
- organic substance protection
- fertilizers and pesticides

Directive 2009/128/EC about the sustainable use of pesticides and the OIV guidelines defined by the CST 2008 guide.



evaluates the impact of the company's activities on climate change crossing the whole product life cycle. The greenhouse gases included in the analysis are: carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, sulfur hexafluoride and perfluorocarbons.

- emissions arising from:
- agricultural tractors
 - cars
 - raw material
 - transport of products
 - air conditioning offices
 - cellar refrigeration

UNI EN ISO\TS 14067 for the Carbon Footprint and UNI EN ISO 14064-1, for the greenhouse gas emissions.



evaluates the environmental impacts of the use of fresh water in all activities in both aspects of direct consumption and the quantity of water needed to dilute pollutants.

- in the cellar:
- collected volumes of water
- in the vineyard:
- consumption for treatments
 - consumption for washing
 - quality and quantity of fertilizers
 - containment systems

UNI EN ISO 14046 in addition to the WULCA e the Water Footprint Network, expressed by two indicators: Direct Water Scarcity Footprint and Non-Comprehensive Direct Water Degradation Footprint.



VIVA SUSTAINABILITY IN THE ITALIAN WINE SECTOR



ENRICO SERAFINO
1878



sustainable

PIEMONTE ATTITUDE SINCE 1878

Piemonte Attitude arises from an extreme **poverty** that lasted up to mid-20th century.

Faced with this situation, with the aim of obtain high standard way of day-to-day life, piemontesi invested in something they could afford: **time** and **care**. All the while maintaining a strong respect of **nature** and passion for **details**.

Thus, the Piemonte Attitude is made from the **wisdom** of generations who make the most of the **natural gifts** found in the **region**.

Since 1878, Enrico Serafino has realized its vision with this attitude, and the winery has made a tangible contribution to the evolution of the **territorial wine identity**.

Enrico Serafino wines are a full expression of the **Piemonte Attitude**: time-demanding, elegant, multifaceted and artisan-crafted.



VIVA SUSTAINABILITY
IN THE ITALIAN
WINE SECTOR