**QUESTIONNAIRE**

**PART 1 – FIRMS STRUCTURAL AND PRODUCTION DATA – Year 2017:**

**1.1) Winery Name and location :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.2) Manager Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.3) Legal form:**

|  |  |  |
| --- | --- | --- |
| **Partnerships** | **Limited liability company** | **Limited partnerships** |
| **Individual company** | **Public liability company** | **Cooperative** |
| **General partnerships** | **Company lim. by shares** | **Other** |

**1.4) Employment** *(full time workers)***:**

|  |  |
| --- | --- |
| **Vineyard** | Number |
| **Cellar** | Number |
| **- Of which oenologist/s** | Number |
| **Administration & Marketing** | Number |
| **Export Office** | Yes No Export manager  Number |
| **Marketing Manager** | Yes No |

**1.5) Vineyard surface** *(hectares)***:** \_\_\_\_\_\_\_\_\_\_\_\_\_

Of which organic \_\_\_\_\_\_\_\_\_\_\_\_\_

Of which in conversion to organic \_\_\_\_\_\_\_\_\_\_\_\_\_

Of which biodynamic \_\_\_\_\_\_\_\_\_\_\_\_\_

**1.6) Cellar surface (m2):** \_\_\_\_\_\_\_\_\_\_\_\_\_

**1.7) Total cellar capacity (hectoliters):** \_\_\_\_\_\_\_\_\_\_\_\_\_

**1.8) Turnover:**

|  |  |  |
| --- | --- | --- |
| **Turnover** | Below 250.000 €  From 250.000 to 500.000 €  From 500.000 to 1.000.000 €  From 1.000.000 to 2.000.000 € | From 2.000.000 to 5.000.000 €  From 5.000.000 to 10.000.000 €  From 10.000.000 to 25.000.000 €  Over 25.000.000 € |

**1.9) Environmental certifications and protocols:**

*Does the winery own one or more of the following certifications and protocols? (multiple answer allowed)*

|  |  |
| --- | --- |
| **ISO/TR 14069** |  |
| **ISO/TS 14067** |  |
| **Emas** |  |
| **Magis** |  |
| **V.I.V.A.** |  |
| **Organic certified (Vino BIO)** |  |
| **Organic wine in conversion (Vino BIO)** |  |
| **Biodynamic certified wine** |  |
| **Other** (*to be specified*): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

**PART 2 – FIRM MARKET DATA – Year 2017:**

**2.1) Bottles marketed with own brands** *(0,75 L)***:**

|  |  |
| --- | --- |
|  | ***Number of standard bottles*** *(0,75 litres)* |
| **Total marketed bottles** |  |
| **Red and rosé wines** |  |
| **White wines** |  |
| **Sparkling wines** |  |
| **Dessert wines** |  |

|  |  |
| --- | --- |
|  | **Market share** (%) on total volume sold  \_\_\_\_\_\_\_\_\_\_\_\_ |

**2.2) Sale of bulk or bag in box wine:**

**2.3) Market Flows – in standard bottles** *(0,75 L)***:**

|  |  |
| --- | --- |
|  | **Market share** (%) |
| **Italy** |  |
| **Exports** |  |
|  | **= 100%** |

**2.4) Distribution Channels in Italy – in standard bottles** *(0.75 L)***:**

|  |  |
| --- | --- |
|  | **Market share** (%) |
| **On Winery sale/winery shop** |  |
| **Ho.Re.Ca**. (Hotels, restaurants, bars) |  |
| **LSR** (Hyper/Super /Mini/markets) |  |
| **Wholesaler**s |  |
| **Others channels** |  |
|  | **= 100 %** |

**2.5) Exports – in standard bottles** *(0,75 L)***:**

|  |  |
| --- | --- |
|  | **Market share** (%) |
| **Germany** |  |
| **Switzerland** |  |
| **United Kingdom** |  |
| **Russian Federation** |  |
| **USA** |  |
| **China** |  |
| **Other European Countries** |  |
| **Other Asian Countries** |  |
| **Other Countries** |  |
|  | **= 100 %** |

**PART 3 – FIRM CARBON FOOTPRINT AND ECONOMIC DATA – Year 2017:**

**3.1) Has the firm adopted a production strategy based on the calculation of the carbon footprint at the firm level?**

**Yes No**

**3.2) If Yes (Q3.1), the adoption of a winery strategy based on the carbon footprint was induced by requests:**

from some markets **Yes**  **No** If Yes indicate which ones\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

from some distribution networks /or other requests: **Yes No** If Yes, indicate which ones

**3.3) If Yes (Q4.1), this strategy led to a reduction in emissions? Yes No**

**3.4) Has the firm calculated the carbon footprint for a product line or reference?**

**Yes No**

**3.5) If Yes (Q3.4), indicate the carbon footprint for a product line or reference based on the calculation results:**

|  |  |
| --- | --- |
| **Line/product reference** | **kg CO2 – Eq per standard bottle** *(0.75 litres)* |
| **Young red wines** |  |
| **Aged red wines** | \_\_\_\_\_\_\_\_ |
| **White wines** | \_\_\_\_\_\_\_\_\_\_ |
| **Sparkling wines** | \_\_\_\_\_\_\_\_\_\_ |
| **Dessert wines** | \_\_\_\_\_\_\_\_\_\_ |
| **Other wines** |  |

**3.6) Do you think it is useful to measure and adopt the carbon footprint for your business strategy?**

*(In an increasing scale from "not at all useful" to "extremely useful")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all useful |  |  | Moderately useful |  |  | Extremely useful |

**3.7) How important is the reduction of the carbon footprint for decreasing firm average costs?**

*(In an increasing scale from "not at all important" to "extremely important")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all important  1 |  |  | Moderately important |  |  | Extremely important |

**3.8) Indicate the physical capital investments that have been undertaken to reduce emissions and their importance in terms of reducing firm average costs:**

*(In an increasing scale from "not at all important" to "extremely important")*

|  |  |  |  |
| --- | --- | --- | --- |
| **Physical capital vineyard-related investments** | **Since year** | **Investment value (€)** | **Indicate the investment importance in reducing production costs** |
| Purchase of vehicles powered by biofuels |  |  | Not at all important Extremely important |
| Purchase of hybrid vehicles or powered by electricity |  |  | Not at all important Extremely important |
| Other (*specify*)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  | Not at all important Extremely important |
| Other (*specify*)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  | Not at all important Extremely important |
| **Physical capital investments in renewable energy** |  |  |  |
| Photovoltaic system |  |  | Not at all important Extremely important |
| Thermal system for hot water production |  |  | Not at all important Extremely important |
| Biomass plant |  |  | Not at all important Extremely important |
| Mini-wind plant |  |  | Not at all important Extremely important |
| Geothermal plant |  |  | Not at all important Extremely important |
| Other (*specify*)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  | Not at all important Extremely important |
| **Physical capital Cellar-related investments** |  |  |  |
| Plants for the recovery and reuse of carbon dioxide from fermentation |  |  | Not at all important Extremely important |
| Use of insulating material to isolate tanks or other structures |  |  | Not at all important Extremely important |
| Exploitation of natural ventilation in the cellar |  |  | Not at all important Extremely important |
| Exploitation of natural lighting in the cellar |  |  | Not at all important Extremely important |
| Exploitation of gravity in the cellar |  |  | Not at all important Extremely important |
| Heat recovery systems |  |  | Not at all important Extremely important |
| Lighting with LED lights |  |  | Not at all important Extremely important |
| Automatic systems for switching on and off the light |  |  | Not at all important Extremely important |
| Other (*specify*)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  | Not at all important Extremely important |
| Other (*specify*)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  | Not at all important Extremely important |

**3.9) Technical parameters of investments:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Year in which the winery started the investmets** | **Average annual electricity consumption (kwh/year)** | **Plant power**  **(kw)** | **Coverage of the winery's energy needs (%)** | **Annual plant potential production (kwh/year)** | **Average annual saving (€)** |
| Use of energy coming from a photovoltaic syst. |  |  |  |  |  |  |
| Use of energy coming from a biomass plant |  |  |  |  |  |  |
| Use of energy coming from a mini-wind plant |  |  |  |  |  |  |
| Use of energy coming from a Geothermal plant |  |  |  |  |  |  |

**3.10**) **Indicate which of the following practices the firm uses to reduce emissions by filling out the required information:**

|  |  |  |
| --- | --- | --- |
|  | Year in which the winery started using lightened glass bottles | Share of the lightened bottles used on the total number of bottles produced |
| **Use of lightened glass bottles** |  | **Red and Rosé wines %** \_\_\_\_\_\_\_\_\_\_  **White wines** % \_\_\_\_\_\_\_\_\_\_  **Sparkling wines** % \_\_\_\_\_\_\_\_\_\_  **Dessert wines** % \_\_\_\_\_\_\_\_\_\_ |

|  |  |  |
| --- | --- | --- |
|  | Year in which the winery started to adopt this practice | Average annual savings compared to conventional practice |
| **Other practices (1)**  *(to be specified)\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |  |  |

|  |  |  |
| --- | --- | --- |
|  | Year in which the winery started to adopt this practice | Average annual savings compared to conventional practice |
| **Other practices (2)**  *(to be specified) \_\_\_\_\_\_\_\_\_\_\_\_\_\_* |  |  |

**3.11) Does the firm optimise wines deliveries impacts on reducing emissions and its average cost?**

*(In an increasing scale from "not at all important" to “extremely important")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all important |  |  | Moderately important |  |  | Extremely important |

**3.12) If Yes (Q3.11), which of the following practices does it adopt?**

Fixed delivery days

Coordination with other wineries

Organization of transportation routes

Optimization of the minimum shipment - freight vehicle utilization ratios

Other: *(specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**PART 4 – FIRM OVERALL ECONOMIC DATA AND VALUE CREATION DATA – Year 2017:**

**4.1) Do you think that the physical capital investments undertaken to reduce emissions have had an impact on reducing the overall production costs in the last 3 years?**

*(In an increasing scale from "not at all important" to “extremely important")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all important |  |  | Moderately important |  |  | Extremely important |

**4.2) Do you think that the practices adopted to reduce emissions have had an economic impact on reducing the wine grape production average costs in the last 3 years?**

*(In an increasing scale from "not at all important" to “extremely important")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all important |  |  | Moderately important |  |  | Extremely important |

**4.3) Do you think that the practices adopted to reduce emissions have had an economic impact on reducing the winemaking average costs in the last 3 years?**

*(In an increasing scale from "not at all important" to “extremely important")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all important |  |  | Moderately important |  |  | Extremely important |

**4.4) Do you think that the choice of a production with low environmental impact, based on carbon footprint strategy, justifies an increase in the price of wine? Yes No**

**4.5) If Yes (Q4.4), indicate how appropriate it is to increase the price of a wine bottle?**

|  |  |
| --- | --- |
|  | **Price increase** *(in €/bottle)* |
| Price range: lower than 3 € | Red and Rosé wines \_\_\_\_\_\_\_\_\_\_  White wines \_\_\_\_\_\_\_\_\_\_  Sparkling wines \_\_\_\_\_\_\_\_\_\_  Dessert wines \_\_\_\_\_\_\_\_\_\_ |
| Price range: from 3 to 5 € | Red and Rosé wines \_\_\_\_\_\_\_\_\_\_  White wines \_\_\_\_\_\_\_\_\_\_  Sparkling wines \_\_\_\_\_\_\_\_\_\_  Dessert wines \_\_\_\_\_\_\_\_\_\_ |
| Price range: from 5 to 10 € | Red and Rosé wines \_\_\_\_\_\_\_\_\_\_  White wines \_\_\_\_\_\_\_\_\_\_  Sparkling wines \_\_\_\_\_\_\_\_\_\_  Dessert wines \_\_\_\_\_\_\_\_\_\_ |
| Price range: above to 10 € | Red and Rosé wines \_\_\_\_\_\_\_\_\_\_  White wines \_\_\_\_\_\_\_\_\_\_  Sparkling wines \_\_\_\_\_\_\_\_\_\_  Dessert wines \_\_\_\_\_\_\_\_\_\_ |

**PART 5 – FIRM VALUE CAPTURE AND COMMUNICATIONAL TOOL DATA – Year 2017:**

**5.1) On a scale of 1 to 7, how useful do you think it is to choose a low environmental impact wine production strategy - based on carbon footprint - in terms of improving the winery image and reputation?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all *useful* |  |  | Moderately *useful* |  |  | Extremely *useful* |

**5.2) On a scale of 1 to 7, do you think that to choose a low environmental impact wine production - based on carbon footprint - is useful to enter new market channels in the Italian market?**

*(In an increasing scale from "not at all useful " to “extremely useful ")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all *useful* |  |  | Moderately *useful* |  |  | Extremely *useful* |

**5.3) On a scale of 1 to 7, do you think that to choose a low environmental impact wine production - based on carbon footprint - is useful to enter new market and channels in the export markets?**

*(In an increasing scale from "not at all useful " to “extremely useful ")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all *useful* |  |  | Moderately *useful* |  |  | Extremely *useful* |

**5.4) On a scale of 1 to 7, do you think that to choose a low environmental impact wine production - based on carbon footprint – is useful to improve customers’ relationships loyalty to the winery?**

*(In an increasing scale from "not at all useful" to “extremely usefeul")*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all *useful* |  |  | Moderately *useful* |  |  | Extremely *useful* |

**5.5) On a scale of 1 to 7, what usefulness do you attribute to the following tools in the communication of wines with low environmental impact, considering Carbon Footprint as marketing key factor?**

*(In an increasing scale from "not at all useful" to “extremely useful")*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **1**  Not at all useful | **2** | **3** | **4**  Moderately useful | **5** | **6** | **7**  Extremely useful |
| Participation in fairs |  |  |  |  |  |  |  |
| Wine tasting |  |  |  |  |  |  |  |
| General advertising |  |  |  |  |  |  |  |
| Specialised press |  |  |  |  |  |  |  |
| On line promotion |  |  |  |  |  |  |  |
| Sponsorship |  |  |  |  |  |  |  |
| Winery’s point of sale promotion |  |  |  |  |  |  |  |
| Television |  |  |  |  |  |  |  |