

MULTISTAKEHOLDER APPROACH The Wine Commitment

Responsible Travel

Dr Ignacio Sánchez Recarte
CEEV Secretary General

19 March 2019 - Brussels



Comité Européen des Entreprises Vins - CEEV - European Committee of Wine Companies

- Representative body of EU Wine Companies
- Representing still wines, sparkling wines, liqueur wines and aromatised wine products
- 21 national associations
- Observers from Switzerland and Ukraine



A pillar of the EU agricultural economy

- **70%** of the global wine production in value
- **63%** of global wine production in volume
- **1st EU agri-product exported** in 2017
- **€ 100 billion** estimated market value

With a crucial socio-economic role

- **3.362.000 ha** of vineyard surface
- **1750** PDO or PGI
 - **63%**: part of EU wines protected by a GI
- **2.400.000 million** wine holdings
- **3.000.000 million direct full-time jobs**

Our Responsible Programme

WINEinMODERATION.com
Art de Vivre

In the framework of the [EU Public Health policy](#) and for the first time ever, the European Commission adopted in October 2006 a specific EU Strategy to Support Member States in reducing alcohol-related harm.

With the firm intention of promoting responsible and moderate wine drinking as a social and cultural norm, the whole European wine sector ([CEEV](#), [COPA-COGECA](#), [CEVI](#)) united and launched a programme called "Wine in Moderation - Art de Vivre" as the wine sector's tangible and measurable commitment to the EAHF

Our Responsible Programme

WINE_{in}**MODERATION**.com

Art de Vivre

During the whole period 2008-2010, CEEV was the leader of the Wine in Moderation Programme and the owner of the Wine in Moderation – Art de Vivre commitment to the European Alcohol and Health Forum (EAHF). In 2011, CEEV hugely supported the establishment of the WiM Association, to which it passed the coordination of the Programme.

Today, CEEV remains owner of the commitment to the EAHF and a key member of the WiM Association providing guidance, raising awareness on the performance of the Programme to its stakeholders and supporting the growth of Wine in Moderation.

Our Responsible Programme

WINEinMODERATION.com
Art de Vivre



➤ EMPOWER PROFESSIONALS



133

NUMBER OF
ACTIVE "ART DE VIVRE"
EDUCATIONAL
PROGRAMME PROVIDERS

*these numbers only go back to 2011



2,640

NUMBER OF
"ART DE VIVRE" TRAINING
SESSIONS



51,165

NUMBER OF
TRAINED
PROFESSIONALS

*these numbers only go back to 2011

➤ PROMOTE RESPONSIBLE BUSINESS PRACTICES



Wine Communication Standards

SELF-REGULATION ON
COMMERCIAL COMMUNICATION
OF WINES

Thank you for your attention!

ceev@ceev.eu

