



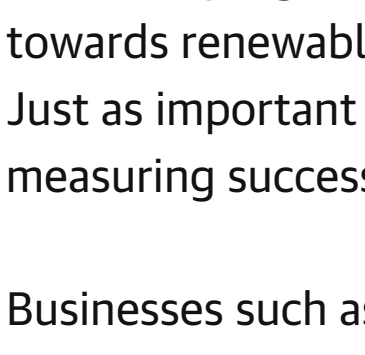
De Bortoli: Going green

Are sustainable wines and brands with a purpose really better for the planet?

Our experts break it down: why brands with a purpose are on the rise, and how sustainable wine is more than just an ethical choice

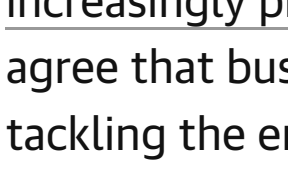
Is conscious consumerism enough to save the planet? Photograph: LukaTDB/Getty Images

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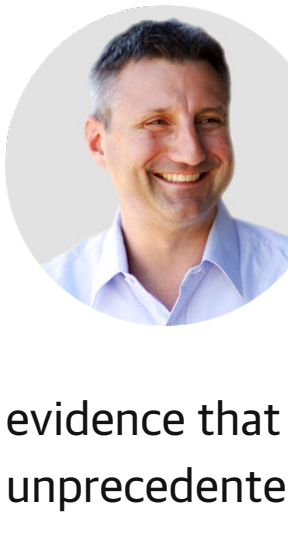
Purpose-driven brands are joining consumers in a desire to shape a better world. They're doing this through products and services that have sustainability at their heart. For sustainable wines, that means matching the quality of prestigious conventional wines while considering their broader environmental and societal impact.

As demonstrated by the growth of brands with a purpose, it's a vision that resonates with consumers interested in exploring ethical options. We asked three industry insiders to explain why we should be hopeful about the future possibilities that this generates.

There's an increasing consensus among business leaders and consumers that sustainability is not just desirable but necessary. But defining exactly what makes a sustainable business presents a serious challenge. Tree planting and carbon offset schemes, progressive social policies and moves towards renewable energy sources all play a part. Just as important is a shift in thinking away from measuring success solely in terms of sales.

Businesses such as De Bortoli Wines have redefined themselves as environmental stewards, crafting products that are both higher quality and better for the planet. More than simply a trend, it's a movement that will shape the entire wine industry for decades to come. And while greenwashing is increasingly prevalent among corporations, experts agree that business has a vital role to play in tackling the environmental and societal challenges that will define the coming decades. By carefully considering where - and how - we spend our money, consumers can help to shape that future.

Purpose-driven brands can make business a force for good



Susie Bayes: As the world becomes increasingly polarised, consumers are demanding that brands take a stand on key issues, and condemning those that don't. Brand activism has

become so widespread that it is now a key component of brand loyalty: 53% of people say every brand has a responsibility to get involved in at least one social issue that does not directly affect their business.

The increasing transparency of business means it's no longer enough to state where you are trying to make a difference and leave it there. The impact of Covid-19 means many people are suffering, and want to see "acts" over ads. According to a recent study by creative agency Innocean (2020 Life in the Times of Covid), the most important brand values to Australians are empathy, generosity and transparency, and these are "much more important" than they were six months ago.

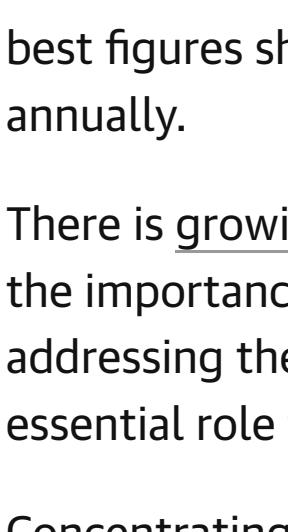
Trust is built by having that true purpose apparent at every touchpoint, making a commitment and following through with action that makes a real difference.

The more demand for ethical options, the more critical it is to meet this need in order to remain successful and relevant. Australia has seen many purpose-driven alternative brands, from Thankyou to Who Gives a Crap and Australian Ethical to Sendle. The success of these brands challenges the incumbents in their market to do more.

Internationally, billion-dollar purpose-driven brands such as Patagonia, Chobani and Tesla are leading the cultural revolution around business as a force for good.

Susie Bayes is Head of partnerships and philanthropy at Guardian Australia

You no longer need to choose between a product that's good and one that's good for the environment



Victor De Bortoli: Climate change and the increasing scarcity of natural resources have brought an urgent imperative to adopt environmentally sustainable practices. With mounting evidence that agriculture is contributing to unprecedented biodiversity loss, concepts of environmental stewardship and regenerative agriculture are gaining ground.

At De Bortoli Wines our future lies in looking after the health of our soils and plants, and carefully managing our precious water resources. This conscious approach has been driven by both philosophical and pragmatic factors, but mostly by our desire to leave a legacy for future generations.

We have gone well beyond mandatory requirements, adopting a wide range of innovative practices. Energy efficiency initiatives have resulted in an annual decrease of 1.6m kW hours, the equivalent usage of 300 households.

Vitality, the changes we have made in the vineyard have not only brought environmental benefits but have resulted in healthier fruit that produces better quality wine. This in turn leads to a healthier bottom line. It's a classic win-win situation.

The rise of conscious consumerism means this holistic approach is more than just a trend. The approach to winemaking for sustainable wines is about restraint, minimal interference and allowing the wine to develop its own character in time. This is the same approach winemakers take when creating any high quality wine.

And this growth of premium sustainable wines is having widespread and positive effects, with even the most extravagant consumers becoming more discerning about the impact of their choices on the environment and on society. Sustainably produced wines fit perfectly with this new trend that appreciates the craftsmanship and transparency of making wines from grape to bottle, allowing consumers to make their choices wisely and consciously.

Victor De Bortoli is Executive director of De Bortoli Wines

Companies must do well financially *and* do good

Dr Sandra Kreml: Trees are the second most important element for life on Earth, after water. This is because they are a crucial part of the carbon cycle, circulating carbon through the atmosphere, into organisms and back again. If there are no trees there can be no life on Earth as we know it.

Worryingly, about 50% of the Earth's trees have disappeared since the dawn of civilisation. We continue to lose about 15bn trees a year and the best figures show that only 5bn are planted annually.

There is growing recognition around the world of the importance that tree planting can have in addressing the climate crisis, and business has an essential role to play in this field.

Concentrating on the bottom line is no longer enough. Companies need to do well financially *and* do good. This is the concept of shared value, a key factor in moving beyond consumerism driven by self-interest.

Tree planting programs are an excellent example of shared value. Partnerships such as the one between De Bortoli and Trillion Trees increase the absorption of carbon as well as providing communities with a common purpose of growing, planting and caring for trees.

Dr Sandra Kreml is Chief executive officer at Trillion Trees

Find out more on De Bortoli Wines' commitment to sustainability.

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