



LIFE Project Number  
<LIFE15 ENV/IT/000641>

**Deliverable "Report on activities to increase stakeholder awareness  
(congresses, fairs, webinars)"**

*Sub-actions: B3.6 "Trips, fairs and congresses"*

*D1.2 "Technical dissemination activities"*

LIFE PROJECT Soil4Wine

**SOIL<sup>4</sup>**  
**WINE**

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## Introduction

Aim of the Deliverable "Report on activities to increase stakeholder awareness (congresses, fairs, webinars)" is to present an overview of the technical dissemination activities on local, national and international level which took place during the 3 years of the Project.

The main objective of this activities were:

- to inform citizens on the existence of the project and its goals;
- to allow transfer and replication of the methodology developed and applied in the project to other wine regions in Europe;
- to disseminate the knowledge created, collected and adapted by project activities to a large audience of wine industry stakeholders.

In order to give visibility to the project in a local context and to affect stakeholders of the territory, partners of the Soil4Wine project participated to local fairs and events with exposition desks, visual material and workshops.

Large awareness among stakeholders on the availability of the tools generated by the project was created by participation in national and international congresses, being present in form of dedicated sessions, posters and flyer distribution.

It was also organised an online training course, consisting of 2 webinars, proposed to Italian and foreign viticulturists, with a scope to present a tailored selection of the project outputs to the potential stakeholders.

## Congresses

### **Enoforum 2017 (Vicenza, Italy)**

Within the 10th Enoforum edition that took place at the Vicenza fair, a significant space was devoted to the SOIL4WINE project, who proposed a session aimed at improving soil management and at valorising the soil ecosystem.

The session was opened by Prof. Tabaglio from UCSC of Piacenza, who provided the attendees figures and elements that demonstrate the fundamental role of soil in agriculture. A conservative agronomy allows to keep a suitable degree of organic matter in the soil, and above all produces a structure with high resilience against meteorological events.

The rest of the session was conducted by Prof. Poni, who focused his talk on the different types of cover crop, a practice becoming increasingly popular for its evident benefits, but still not completely understood in its effects on the vine plant and grape production. One of the goal of SOIL4WINE project is to reduce this knowledge gap.

Oral presentations of seminars held by Prof. Poni and Prof. Tabaglio during the special session devoted to the project at Enoforum congress were recorded and dubbed. The videos of seminars are available on the project webpages and internet journal Infowine website in Italian and English languages:

- [Chemical, physical and biological characteristics of vineyard soil](#) (1861 views in IT; 570 views in EN)
- [Modulate vigor, productivity and grape quality through soil management](#) (1333 views in IT, 301 views in EN)



### **Enoforum 2018 (Zaragoza, Spain)**

The first edition of ENOFORUM in Spain ENOFORUM affirmed itself as an important technical-scientific congress of the sector in the Iberian peninsula: in just two days, in fact, almost 500 participants attended 41 oral presentations by national and international researchers, visited 15 supplier companies stands, took part in 8 demonstration tastings on different wine styles and different technological solutions for wine processing, viewed 23 scientific works posters.

Soil4wine project was also presented at the Enoforum Congress in Spain (May 2018) in the form of Poster in English language.



**SOIL WINE**

**LIFE+ SOIL4WINE**  
Innovative approach to soil management in viticultural landscapes  
LIFE15 ENV/IT/000641

Coordinators: Legler Sera Elisabetta, Cecile Esposito, Tiziana Giannini, Susi Vitcosi, Daniela Gabaiardi, Poni Stefano

**THE PROJECT**  
LIFE15 ENV/IT/000641 SOIL4WINE project (01.01.2017-31.12.2019) aims to improve soil health in vineyards through enhancement and protection of soil functions, ecosystem services and sustainability of whole vineyard ecosystem. Project outcomes will be the definition and validation of best soil management practices integrated in a Decision Support System (DSS), as well as the identification of methodologies aiming at the evaluation and payment of soil-related ecosystem services.

**PLANNED ACTIONS**  
\*Guidelines for best soil management practices aimed to reduce main soil threats impacts:  
• Increase of soil quality in demo farms: organic matter +20%, aggregate stability in water and soil biodiversity (QBS-ar) +50%, soil compaction -10%, soil nitrate +25%  
• Definition of a Decision Support System (DSS) for farmers self-evaluation of soil threats and choice of best solutions.  
• Data on effectiveness and feasibility (in technical and economical terms) of proposed innovative solutions  
• Evaluation (in physical and monetary terms) of soil ecosystem services and indirect effects on landscape value of proposed solutions in the project area.  
• Feasibility study of Payment for Ecosystem Services (PES) to ensure sustainable financing for soil conservation and protection solutions.  
• Participatory and promotional approach for involvement of stakeholders in the transfers of project outcomes.

**PROJECT AREA**  
4 parks inside "Parchi del Ducato" in Parma and Piacenza provinces.

**THE DECISION SUPPORT SYSTEM (DSS)**  
Development of a user-friendly tool for grape growers making it possible to implement and maintain the best solutions for mitigation of the negative effects of soil and environmental problems.

**"SMART" ACTION PLANS AND DEMONSTRATIVE ACTIONS**

START POINT	END POINT	HOW TO GO THERE	WHAT TO DO	WHAT TO CHECK	HOW TO REMAIN THERE
Vineyard features	Mitigation goals	Choice of best solutions	Definition of specific actions	Monitoring program of actions	Maintenance activities
	Soil threats		Grassing Cover crops and green manure Water drainage		

**SOIL ECOSYSTEM SERVICES**  
Ecosystem Services involved in Soil4Wine

Carbon sequestration	Water storage	Physical and monetary quantification
Food production	Habitat quality	PES feasibility study
Erosion protection	Landscape	Innovative policy tools aimed at soil conservation and restoration

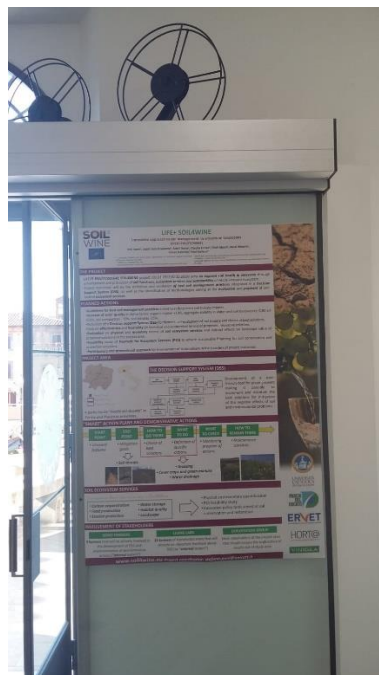
**INVOLVEMENT OF STAKEHOLDERS**

<b>DEMO FARMERS</b> 9 farmers that will be actively involved in the development of DSS and implementation of demonstrative actions ("internal testers")	<b>LIVING LABS</b> 24 farmers of 4 protected areas that will provide an important feedback about DSS (as "external testers")	<b>EXPLOITATION GROUP</b> Main stakeholders of the project area that should ensure the exploitation of results out of study area
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www.soil4wine.eu Project coordinator: stefano.poni@unicatt.it

**“Quercetina e vino” conference (Montalcino, Italy)**

Soil4wine Project was presented in occasion of the congress “Quercetina e vino” (15 July 2018) in the form of Poster. The project depliants were distributed among 190 participants.



## **Enoforum 2019 (Vicenza, Italy)**

The XI Italian edition of the technical-scientific Congress of the wine sector ENOFORUM, held in Vicenza from 21 to 23 May 2019, with 150 reports in three conference rooms during the three days of congress, results of the research and development activities carried out in recent years were presented by 84 research groups from all the wine producing countries in the world. The review of innovations also included the exhibition of 80 posters, the screening of 26 films, the tasting of about 200 experimental wines, the deepening of the topics studied at 50 corporate desks. Such a wealth of new technological proposals attracted 1,200 participants to Vicenza from all over Italy, with a growing representation of foreigners.

On the 23<sup>rd</sup> May a special session was dedicated to the presentation of the progress and the first results of the Soil4Wine LIFE + project.

Prof. Stefano Poni presented at the congress the preliminary results of the project, a study on the best practices of soil management in the vineyard in order to better preserve the earthly resource, which is more and more consciously considered valuable and limited. The grassing, green manure, mulching and conservative farming practices in the Piacenza and Parma areas are carefully evaluated to counteract the phenomena of erosion and compaction that can take on worrying characteristics. Afterwards, Dr. Sara Elisabetta Legler (Horta srl) presented an innovative and interactive tool for soil management in viticulture developed during the project.

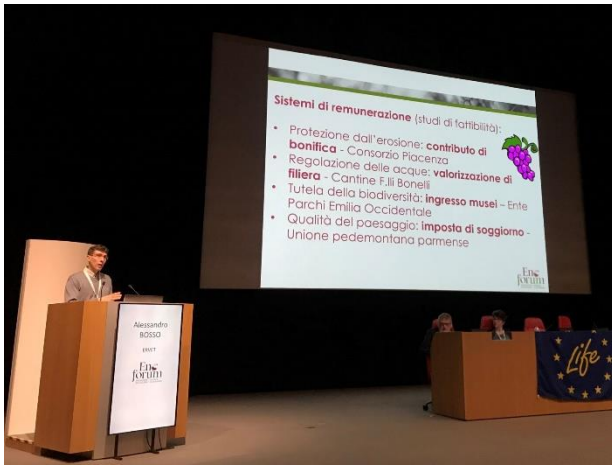
The project also provides for the quantification of the advantage that a sustainably managed vineyard can give to the community, and therefore of the value of the ecosystem service it carries out, that is, how much the society should pay to the winemaker if he does his job in order to preserve and enhance the territory. The report by Dr. Alessandro Bosso from ART-ER "From wine to the soil: an example of a green economy" was dedicated to the economic and social aspects of the project.

Oral presentations of seminars held by Prof. Poni, Dr. Legler and Dr. Bosso during the special session devoted to the project at Enoforum congress were recorded and dubbed. The videos of seminars are available on the project webpages and internet journal Infowine website in Italian and English languages:

- [Managing and protecting soil in the vineyard: experience of the Soil4Wine LIFE+ project](#) (328 views in IT, 78 views in EN)
- [An innovative and interactive tool for soil management in viticulture](#) (107 views in IT, 50 views in EN)
- [Wine for soil: an example of a green economy](#) (110 views in IT, 65 views in EN)

The Project was also present in form of informative roll-up, and the project flyers were distributed among the participants during the 3 days of congress.





**Final Conference of the LIFE+ Soil4Wine Project (December 2019)**

On the World Soil Day, the LIFE+ Soil4Wine Project brought together winegrowers, agronomists, consultants, researchers and stakeholders in the sector at the final conference in order to present the results of the Project, aimed at improving soil management in the agricultural sector.

The main results of the project concern three main themes: cover crops and green manure practices in the vineyard, decision support system to winegrowers for soil management and the valorisation and remuneration of eco-systemic services provided by the vineyard ecosystem.

The research group of Università Cattolica del Sacro Cuore directed by Prof. Stefano Poni, coordinator of the Soil4Wine project, described to those present the demonstration activities carried out at the 9 DEMO wineries involved in the Parks area between Piacenza and Parma. The practices of using cover crops, green manure, mulching and conservative agriculture in the hilly environment of Piacenza and Parma were the object of careful evaluation, in order to contrast the problems of erosion and compaction that can take on worrying consequences. Afterwards, Dr. Sara Elisabetta Legler (Horta srl) presented an innovative and interactive decision-making tool for soil management in viticulture developed during the project.

The morning ended with the testimonials of the winemakers of the DEMO wineries (Mauro Mazzocchi, Azienda La Pagliara; Federico Rossi, Azienda Res Uvae; Andrea Gaiaschi, Vini Colombi; Giuseppe Barbuti of the homonymous company) involved in the project.

The afternoon, instead, was entirely devoted to the economic, political and social aspects of the project. The presentations of Gabriele Canali (Università Cattolica del Sacro Cuore di Piacenza) and Guido Croce of ART-ER were dedicated to the quantification of the advantage that a sustainably managed vineyard can give to the community, and therefore of the value of the eco-systemic service it provides, i.e. how much the society should pay to the winemaker if it does its work in such a way as to preserve and enhance the soil and the territory.

The meeting concluded with a round table discussion - led by Enrico Cancila of Art-ER - which explored the new opportunities that could give the certification of sustainability at national and European level, with the interventions of the Regional Councillor for Environmental Policies Paola Gazzolo, Marco Profumo of the Consorzio dei Vini Piacentini, Maurizio Dodi of the Consorzio di Parma, Elena Bonelli of Cantine Bonelli, Maristella Galli of the Unione pedemontana parmense. The final speech of the Regional Councillor for Agriculture, Simona Caselli, stressed the importance of investments in soil policy and the enhancement of sustainability certification, which is required especially by foreign markets.



## Fairs and local events

### **FIVI Wine Market (Piacenza, Italy)**

At the 8th edition of FIVI Wine Market more than 600 exhibitors were present from all regions of Italy: the agricultural companies associated to FIVI – Federazione Italiana Vignaioli Indipendenti (Italian Federation of Independent Winegrowers). The Federation groups and represents those winemakers managing the entire production line, personally taking care of all the single phases from the vineyard to the vinification, including bottling. And just the winemakers themselves were narrating directly to the audience, during the two-day Market in Piacenza, their own territories and wines.

The Soil4Wine project was exposing an informational desk with project roll-up, depliants and gadgets.

Partners at the stand: Vinidea, Ente Parchi, UCSC

Public attendance: 18,500

Visitors to the stand who stopped for information: about 100



### **La terra è madre del vino (Rivergaro, Italy)**

The XIII edition of an annual event organised by winery Cantine Bonelli in 2019 was dedicated to the preview of the results of Soil4Wine Project, which were presented for the local stakeholders and policy makers.

Participating partners: UCSC, ART-ER, Horta, Vinidea

Public attendance: 50 visitors





### Wines from Wines - 18th edition (Fornovo di Taro, Italy)

3-4 November 2019

The information stand of the LIFE SOIL4WINE Project was present at the event dedicated to natural artisan wines, in which over 180 winemakers from Italy and abroad (France - Slovenia) participated. During the event, contacts were made with several winemakers of the territory in order to make known the methods of soil management related to the project.

Presences at the Stand: Ente Parchi, Horta

Visitors to the event (estimated): over 2000



## **Borgofood V edition “Camminare La Terra - Sostenibilità tra Cibo, Strumenti, Ricette” (Fidenza, Italy)**

October 2019

The information stand of the LIFE SOIL4WINE Project was hosted in the "Court of Sustainability" area from 4 to 6 October, a dedicated space where a detailed programme of events (attached) was planned. Within the program the project had a moment of presentation to the public present and an interview on the subject was also given during the live radio broadcast of Radio Bruno present at the event.

Presences at the Stand: Ente Parchi, Horta

Visitors to the event (estimated): 150.000



## **Webinars**

Two webinars were held in October 2019 in Italian and English, aiming to deliver the project results to Italian and international stakeholders.

- [Innovative and interactive tool for the soil management in viticulture](#) (Speaker: Sarah Elisabetta Legler, Horta srl; 46 participants)
- [Sustainable viticulture and ecosystem services: an opportunity for agricultural enterprises and the environment](#) (Speaker: Alessandro Bosso, ART-ER; 33 participants)

The recordings of webinars of the Soil4Wine online training course are available in IT and EN on the project's website.