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The Culture and Sustainability of Italian Wine: Comparison between these two Elements

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ABSTRACT

The aim of the paper is to analyse the Italian wine sector with a particular attention to two main promotional determinant factors: the Italian wine culture and the Italian wine sustainability. The scope of the analysis is to verify how much certain elements influence the development of oenological economy. Wine culture defines both traditions and productive experiences linked to the territory combined with art and literature which, in the landscapes and human activities, have always found their sources of inspirations. So, considering this premise wine is a “medium” to cope the various elements interacting in the territorial frame. On the other hand, wine sustainability refers to general principles of environmental, social and economic safeguard and wellness referred to the wine world. The aim of this article is to focus the readers’ attention on the world of wine in Italy analysing strengths and weaknesses: the objective of study is the combination between culture and sustainability in both wine producing and marketing. A particular attention is given to sustainability in order to verify the importance of the topic in people’s common feelings as well as the awareness about sustainability is concerned. The article in the first part is mainly theoretical, with a comparison between the above-written elements, while in the second remarkable examples are presented.

Obiettivo del paper è analizzare il settore vitivinicolo italiano con particolare attenzione a due principali fattori promozionali determinanti: la cultura del vino italiano e la sostenibilità del vino italiano. Scopo dell'analisi è verificare quanto determinati elementi influenzino lo sviluppo dell'economia enologica. La cultura del vino definisce sia le tradizioni che le esperienze produttive legate al territorio unite all'arte e alla letteratura che, nei paesaggi e nelle attività umane, trovano da sempre le loro fonti di ispirazione. Quindi, considerando questa premessa, il vino è un “mezzo” per far fronte ai vari elementi che interagiscono nella cornice territoriale. La sostenibilità del vino, invece, fa riferimento a principi generali di salvaguardia e benessere ambientale, sociale ed economico riferiti al mondo del vino. Lo scopo di questo articolo è quello di focalizzare l'attenzione dei lettori sul mondo del vino in Italia analizzandone pregi e difetti: l'obiettivo di studio è il connubio tra cultura e sostenibilità sia nella produzione che nel marketing del vino. Particolare attenzione viene data alla sostenibilità al fine di verificare l'importanza dell'argomento nei sentimenti comuni delle persone così come la consapevolezza riguardo alla sostenibilità. L'articolo nella prima parte è prevalentemente teorico, con un confronto tra gli elementi sopra scritti, mentre nella seconda vengono presentati esempi notevoli.

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1 – Introduction

Italy is worldwide famous thanks to its food and beverage culture, in particular wine sector is economically worth 11 billion euros; 2 thousand industrial enterprises are involved in

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the business with a production of 50,4 million hectolitres of wine. This grants it to be the top world producers for the fourth year (Cappellini, 2019; Iannone, 2018). The article will deal with the importance of maintaining and diffusing the culture and biodiversity of various Italian territories through sustainable viticulture attitude.

The first step is the history and culture of wine in the territory. It is a fact that the various populations which have settled in Italy along the centuries have always been strictly linked to agriculture and particularly to the loving growth of vineyards, symbols of sacrifice and satisfaction at the same time. The roots of wine plants relate to knowledge of both farmers and oenologists whose efforts to ameliorate the quality of autochthonous grapevines have reached great success.

The history of vineyards and wine is a great one, because it crosses lots of events lasted for millenniums, but it is substantially the sum of a sequence of apparently insignificant local stories, which along the centuries have juxtaposed in different ways, having countless anonymous wine workers as protagonists.

Italy owes them all the silent and often misunderstood work of vineyard selections, assessment of sea, shores, hills and mountains to make them fit for cultivation, besides the choice of breeding forms which enabled plants to adapt to the various weather conditions, the creation of winemaking methods to ameliorate wine conservation. The richness of know-how and competences transmitted from generation to generation is the real cultural patrimony which emphasizes cultural diversity towards globalization and helps multicultural dialogue supporting mutual respect of different ways of living.

The importance of differences in approaching the cultivation and sharing of food and beverage in respect of territorial biodiversity has been object of study by UNESCO members who, in the convention of Paris, 2003, have introduced the concept of *intangible cultural heritage* which is to be recognized, spread and supported at an international level inserted in the wider frame of health and social aspects of the so called Mediterranean diet (Zagarella, 2016). Actually, wine has a wide range of cultural connotations in the concept of Mediterranean diet because it is a fundamental part of the patrimony which links territory and populations to their way of tasting both food and drinks: wine is meant to celebrate and exalt the food preparations and expresses social conviviality.

To grant the survival and the diffusion of this intangible cultural heritage (Rangone, 2014) it is necessary to face the importance of sustainability in the development of food and beverage production and marketing in order to save quality and biodiversity.

On the other hand, the progressive awareness about environmental problems has opened a global debate concerning the future of our planet since the '70s, involving international organisations, popular opinion movements, governments and researchers till the statements of the so called "sustainable development": "*..is development that meets the needs of the present without compromising the ability of future generations to meet their own needs*" (Gro Harlem Brundtland, 1987). It is essential to sensitize people to biodiversity safeguard; it is fundamental to educate citizens to sustainability which is the only reasonable way to grant life-cycles on earth (Gazzola & Querci, 2017).

The problem is to achieve the global aim to keep equilibrium trying to eliminate differences in the access to health, wealth, security conditions without making differences among the various developed and less developed areas in the world, social classes, genders, etc..

To keep the balance, the economic world must devote itself to sustainability (Gazzola et al, 2019; Gazzola et al., 2020), focusing on resources and energies, mainly renewable, necessary to the productive processes (Pavione et al., 2020).

Wine producers and marketing campaigns have evolved, and their approach has become keener on sustainability in relation with the changes in the consumers' needs.

2 – Literature review

Actually, the contemporary meaning of the expression “Mediterranean diet” was defined around the year 1950 by the USA nutritionist Ancel Keys who thought about “*competences, knowledge, practices and traditions which move from landscape to table with a range including all the Mediterranean countries, through culture, harvesting, conservation, transformation preparation and, finally, food sharing*” (Polacchini, 2016).

Food and culture constitute an important Italian historical heritage, so, reconstructing the main regulations, the following reflections are meant to bring the relevance of food and wine to its concept of culture inserted in the constitution (Häberle, 2001). According to this perspective, the constitutional article 9 is strictly connected to article 3 comma 2, which underline the need to fix conditions of equality among the citizens through the diffusion of proper levels of cultural knowledge embracing the whole levels of the civilized society by promoting the interaction among all the different institutions of the territories of the Italian republic. So, in line with this statement, culture linked to food & beverage represents a primary value (Mazzuoli, 2016).

The cultural profile of food & beverage was clearly stated by the Convention UNESCO, Paris 2003, to safeguard the intangible cultural heritage which has englobed anything concerning the know-how, production and diffusion of traditional and quality food and wine in the *immaterial cultural patrimony* to safeguard and promote, cultural spaces included. So, this convention completed the normative content of our Constitutional art. 9, to subscribe Constitutional disposals by Universal and regional conventions signed by Italy. This way both types of goods are inserted in a wider concept of cultural good which need to be enriched by means of new rules related to the *immaterial cultural patrimony* (Spagna Musso, 1961). As a consequence, the activities to valorise and safeguard this intangible heritage should grant their vitality, transmission, circulations, evolution at the research of different instruments if compared to the ordinary ones in use for material goods (Gazzetta, 2016).

As regards sustainability in wine industry, it “*..is concerned about sustainability issues in both senses; it confronts threats from sustainability issues, such as climate change, chemical exposure and water and energy availability and, at the same time, its activities and their own impacts are not well explored by literature. On the other hand, in this industry sustainability can also be a competitive factor, a driving market strategy and a key to innovation process*” (Sabbado Flores, 2018).

Since wine is a traditional product linked to the territory, it has always had a reputation of being a “*natural and safe product*”. Recent researches have established that the impact of wine production, from the cultivation of lands to the whole supply chain, has a great impact on the environment. There are studies which shown deep researches made on important productive environmental areas faced by wine industry (Strano et al., 2016). On the basis of the aforementioned statement, it is needed a regulation involving strategies of the environmental management in order to decrease negative environmental impacts associated with industrial production (Warner, 2007). This involves a global contribution from legislative institutions. Literature about the topic expresses itself according to two main positions: research extended to a wide range of areas and academic studies limited to generic environmental exploration about management referred to different productive region and scientific studies supporting innovations without finding common points of effective combined actions (Cerrina Feroni et al., 2016). In order to deal with this problem, the key words utilised in the literary review are: “*environmental impact*”, “*environmental concern*” and more specific terms linked to wine: “*wine industry*”, “*viticulture*”, “*wine production*”, “*wine-grape growing*” and “*oenology*”.

The next section is about the interdependence between wine culture and wine sustainability.

3 – The wine culture

In Italy wine culture has very ancient roots which juxtaposed traditions, experiences, habits, ways of living of the different populations settled in our peninsula along the centuries and interacting on the different territories which nowadays underline various peculiarities in a lively

national context. It all started in the South of Italy, thanks to the Greek influence, that can still be admired in various rests and works of art where wine is the protagonist. The Roman Empire widened the correspondence between wine appreciation and culture, insisting on the conviviality of sharing food and drinks through mosaics and frescos.

Another important testimony of an evolution of the culture of wine is the symbology linked to the Christianity which has made large use of grapes and wine in decorations, frescos and stained coloured glass windows spread all over the Italian territory during all the Middle Ages. The heritage of the Middle Ages continues all along the centuries with artistic expressions related to the various geniuses such as Leonardo with his "*Ultima Cena*" or Caravaggio with his "*Bacco*", till the vanguards artists, above all belonging to the Futurist movement who experimented first the importance of marketing campaigns linked to conviviality and wine promotion.

Literature is the mirror of arts and people so, the appreciation of wine and its territorial peculiarity is celebrated in various works, from odes to songs, from aphorism to essays and novels. Indeed, just to mention some authors it is possible to quote Pliny the Old, Saint Francesco d'Assisi, Lorenzo il Magnifico; Galileo Galilei, to arrive nowadays to Soldati and Veronelli, real ambassadors of Italian viticulture.

The above written paragraphs are meant to underline the never interrupted relation between the Italian culture of wine and the territories where grapes growing, and wine production have always been a symbol of union despite the division of the peninsula. As a matter of fact, the combination between wine and art was probably born spontaneously, but nowadays it represents a well-structured and relevant developing engine for the Made in Italy wine companies. Actually, manufacturing, tourism and food&wine constitute the three pillars of real Italian economy.

Another remarkable aspect according to an economic point of view is the importance of arts in the country. Indeed, it is a sort of an economic "fuel" which is estimated about 250 billion€, it represents an enormous heritage which employs about 414 thousand enterprises, involving about one million and half people (Pepi, 2017). In this case art regards both material and immaterial goods, including also the whole creative production related to design, fashion and also food and beverage. To save and increase this immense patrimony, it has been introduced the so called "*art bonus*" (D.L. 31-05-2014 n.83, art.1): specifically, it is a tax relief of 65% linked to amounts of money in support to culture.

As already stated, wine and food have always been present in all types of artistic representations since ancient times; but recently this relation has undergone a new impulse particularly in the wine sector. In the last few years the spot investments have been followed by artistic performances in the vineyards, archistars contributions in realizing and restyling of caves, artistic interventions in both labels and packaging. A more frequent engagement is represented by concrete interventions to finance important architectural and artistic restorations of works of art settled in the territory and patrocinated by the local wine producers. As a result of a survey (CeSTIT, Bergamo University), it is deduced that wine enterprises investing in artistic labels or packaging increase the sales of their products till 40% and their image spread till 60%, but who invest in cultural products, figurative arts or restoring assist to an incremental result that can get to the 92% (Dell'Orefice, 2016).

3.1 – *The wine tourism in Italy*

As a consequence, travelling in Italy has become more and more concerned with wine tasting and cave visiting, moreover this habit involves either wine tourists or simple amateurs to reach a global experience in contact with the territory and its culture (Pavione, Pezzetti & Gazzola, 2017). A recent research (Garibaldi, 2019) shows that during 2017 the 41% of Italian travellers had visited at least one wine company in the previous three years and the 45% had taken part a theme wine event, while the same study referred to year 2018 state that these values are

constantly increasing respectively 56% and 44%. The research has put in evidence a wide range of tourists with different characteristics: some of them are more interested in the historic features of the landscape surrounding caves, other are more attracted by prestigious brands or design but they are conquered by typical, traditional local atmosphere. Although a series of positive data regarding wine appreciations the survey has shown some aspects of this kind of tour which can be still ameliorated: tourists are more and more interested in having extraordinary experiences, in order to combine wine tasting and buying together with gastronomic dinners, wellness, sports activities, cultural events and diversification of activities, for example for children, in order to be more and more involved (Garibaldi, 2019).

During the 53rd edition of "Vinitaly", the most important sectorial manifestation, it has been issued the so called "Decreto enoturismo" (wine tourism act). It has been a clear document to fulfil the needs of a more and more complex market as well as to organize the relation between offering and demand. The Italian ministry of agriculture and food, forests and tourism policy has signed the guidelines about standards of quality and wine tourism activities and meanwhile it has made the announcement that in 2021 Italy will host the "Global Conference on Wine Tourism" organized by UNWTO. The above-mentioned act is extremely important for the Italian enterprises since it establishes a series of rules in order to reach top quality standards levels for their activities.

To satisfy the needs of a public which is more and more fascinated by the wine world, an interesting possibility is to participate to the exclusive "Grand Wine Tour", it is an association of top-quality wine producers, born in June 2018, which recalls the luxuries of the past *Grand Tour*, involving landscape, cultural and artistic features of the territory together with the finest wine production and extraordinary hospitality. It is due to the engagement of 19 important wine companies settled in 7 different regions, which agreed on establishing precise rules to offer their guests the most charming experiences concerning territory, culture and wine. The result of their vision of wine tourism has produced two important documents: "Carta della Qualità" (quality Chart) to fix the brands standards divided into three main sections: tour and tasting, restauration and wine; Manifesto with 10 points essential to let the costumers focus on the excellence of proposal, the opening of it acts as follows "We are the very first certification of quality for Italian wineries that have achieved high standards of excellence in wine tourism hospitality. We are guided by our Charter of Quality, which defines the objective standards of The Grand Wine Tour mark" (<https://www.thegrandwinetour.com>).

To conclude, wine is a product which has run through thousands of years of history, thanks to which land and sea paths have been opened, European wars have been fought and global commercial battles have been carried on together with religious conflicts, but above all it is a combination of different symbols. Nowadays, it is a product of science and technique, but also myth and culture; it is an instrument of pleasure and health, but also a possible cause of damage. It is symbol of desire, of a "status", from the Egyptian priestly caste to the exclusive wine boutiques in the fashion streets of the big cities all over the world, but it also represents a sort of liberation, transgression, real essence under the surface of appearance. So, the fascination of wine is probably due mostly to its contradictions. The same happens to the territory: there are various points of view, depending on the profession of the people interacting with it, but also people who have created fixed settlements in the area and tourists occasionally visiting it.

3.2 – The wine territory and sustainability

The territory can be identified with homogeneity, of at least, three different typologies: physical, anthropic and historical & cultural. So, the key to interpret it is very complex, the territory is identified as: physical space, a well limited area, characterized by orographic and geographic precise features; anthropic space, characterized by continuity of human presence and by specific ways to settle in a certain area; values, history and culture seen as a consequence of the dynamic

and stratification along the time of the anthropic presence in the area. It also includes the concept of technological and productive culture enrooted in a territory as the expression of a particular economic form.

Since the wine territories are very different among them, each peculiarity emerges on a productive point of view. Any singular company has to cope either with quality of their basic product and services but also with the global quality of its managing, cultural and promotional system, as the competition is more and more linked to the territorial system. In order to be even more efficient they have to create a network with external economic supports which need to be integrated by institutions and territorial organizations.

In order to valorise wine territories, there are three main rules to follow: the need to manage the territory in a respectful attitude to it and rising the concept of environment compatibility; the usage of technical instruments in order to rise the environmental quality and finally, the involvement of local authorities and institutions in order to promote and equilibrated territorial development.

As the territory is the expression of the culture and the traditions of the populations settled on it, it is from the territory that the theme of sustainability must be developed.

As premised sustainability is a necessary challenge for the future due to the involvement of global organizations, local authorities, spontaneous citizens movements (Merli, Preziosi & Acampora, 2018); but to let wine supply be more and more competitive it is important to deal with proper developing policies. Wine industry cannot ignore the solicitations coming from agriculture especially from FAO (Food and Agriculture Organisation) of the UN. In 1989 and more recently in 1997 the FAO, on the basis of Brundtland report and the three pillars of sustainable development, had elaborated a concept of "sustainable agricultural and rural development" taking in consideration the conservation of soil, water, animal and vegetal resources, economic viability and social acceptance.

Later the International Organisation of Vine and Wine (OIV) issued documents to define and give principles to sustainable viticulture: "*global strategy on the scale of the grape production and processing systems, incorporating at the same time the economic sustainability of structures and territories, producing quality products, ..., risks to the environment product safety and consumer health and valuing of heritage, historical, cultural, ecological and aesthetic aspects*" (Resolution CST 1/2004 by OIV).

In 2008, were issued rules regarding production, processing and packaging concerning vineyards and wineries in terms of assessment of the environment (Resolution CST 1/2008 by OIV). The General Principles of Sustainable Vitiviculture were lately issued in 2016 taking in considerations the above-mentioned aspects at a larger scale, including tradition, reputation and landscape valorisation.

Indeed, according to FAO documents, the sustainability frameworks can be divided in the following categories:

a. *self-assessment*, which represents the starting point for winegrowers or vintners to learn about best practises and sustainability actions. It is often difficult for producers to analyse and select their sustainable practise so their voluntarily test themselves in order to establish standards and to define guidelines and indicators to provide knowledge and to plan future actions (Gazzola, Sepashvili & Pezzetti, 2018);

b. *footprints* which regards a self-assessment valuation that allows to convert the concept of sustainability in a quantitative approach in terms of CO₂ (Carbon Dioxide) emissions all along the supply chain. Usually a carbon footprint is calculated for the time period of a year. The best way is to calculate the carbon dioxide emissions based on the fuel consumption (Cholette & Venkat, 2009);

c. *protocol*, that is more concrete, and it offers more practical proposals concerned with methods and methodologies, it is a step- forward compared to the self-assessment;

d. *guide*, that represents an important tool which allows guidelines, indicators and practices systematization. This constitutes a series of advice and guidelines useful for working activities, but these suggestions are not certifiable and finally:

e. *certifications & Labels*, where certifications state that a product quality is in conformity with certain standards regulated by governmental agencies, that are printed on a label, while a label is a statement of quality which may or may not be regulated and approved by a government agency, so all certifications are labels but not all labels are certifications.

Sustainability is a concept which started to spread during the '70s, but as far as wine is concerned the idea is more recent and it is mostly due to the need of wine companies to fulfil with self-assessment and amelioration of their production improving the whole supply chain (Santini, Cavicchi & Casini, 2013). Either in Italy or in Europe there are various important associations which promote a sustainable interesting approach, but there is not a communitarian or European efficient law-system to regulate the wine sustainability (Capitello & Sirieix, 2019). Indeed, it is important to unify all the positive organisations because it is fundamental to create a global legislation and to control that good practices are correctly communicated and widespread, not only among winegrowers but throughout the whole supply-chain (Christ & Burritt, 2013).

The conclusion is that, from now on, wine sector needs sustainable efficient guidelines to advance, while marketing needs to face the new requests of consumers according to a more responsible life-style, so correct sustainable marketing becomes fundamental in the growth of wine business.

As to the Italian wine framework, it has already been written that Italy safeguards a millenarian history of winegrowing and producing, strictly linked to smaller areas of cultivation, larger territories of production sometimes identifiable with whole regions and a countless variety of both vines and products derived from their manufacturing.

So, on the basis of FAO sustainability aspect, our country has a lot of work to do to cope with national, European and international standards. However, in terms of self-assessment there is no challenge with the New World producers, since Italian wine growers must be proud of their millenarian experience of interaction with territories either satisfactory or very often hostile, because of climatic conditions, landscape features, difficulties in water supply and human settlement. All along the millenarian fight to produce wine, Italian producers have created, modified, evolved self-assessment guidelines which are the database to build up a new sustainable legislation.

At the beginning of the new wine sustainable economy, there is the engagement of some pioneer enterprises which employed their new awareness to cope with the European legislative evolution, in order to build up a new trend meant to develop and requalify their business. Companies are also pressed by the new consumers' awareness to approach sustainable products in terms of food and beverage, in search of natural products and fair production as well as supply chain.

More than 500 Italian wine enterprises have adopted a sustainable approach so far, carrying on sustainable programs related to one of the 15 present on the market, moreover they are supported by 31 university and research centres, 10 associations and governmental institutions which aim to qualify both Italian manufacturing processes and goods, to promote them in the national and international market through a network of companies which counts more or less 3,1 billion euros. These companies affirm that the sustainability represents one of the first driver for new strategies of development, in order to ameliorate the territory, to elevate the quality of

both procedures and final products and, as a consequence, to rise the final income (Volonterio, 2014).

Among a wide range of sustainable projects targeted to support sustainable enterprises there is Tergeo, promoted by Wine Italian Union. The project has a model which aims to share competences and know-how through a network of wine enterprises sided by the scientific support of institutions such as ministry, region, European Union and so on. Thanks to Tergeo it was possible to organize an international congress in 2013 in Milan (SIMEL) about sustainable viticulture and wine production (<https://www.tergeo.it>). Beside this there is also the project name Equalitas, which associates the whole supply production chain actors who must sign the adhesion to all the requisites required in order to achieve certifications related to the three productive dimensions: enterprise (organisation standard), final good (product standard) and territory (territorial standard) (Stefanucci, 2009).

Another important example in this matter is VIVA project which was proposed and supported by the Italian Ministry for the Environment, Land and Sea (Corbo, 2016) in order to unify at national level the previous legislation, to implement it in terms of sustainability and to offer a widespread means of correct communication either to enterprises or to Italian and foreign consumers. This work started in 2011, with the intent to measure and ameliorate the sustainability of vine and wine performances. The first step was to involve 9 Italian producers who accepted to undergo their productive processes to an external valuation in terms of environmental impact. The analysis is based on 4 indicators: Air, Water, Territory and Vineyard, and for each of them it has been developed a proper disciplinary. Thanks to it, every company had the possibility to measure the impact of production in terms of sustainability, afterwards, on voluntary basis they have been proposed the opportunity to have access to an amelioration process supported by VIVA itself.

Another no-profit organisation and web-platform with the aim to foster the sustainability linked to wine sector is WOS (Wine Observatory on Sustainability); it was founded in 2013 in Milan during the International Congress about Sustainable Viticulture and wine Production. WOS is promoted by Unione Italiana Vini, Italian Ministry for Environment, Land & Sea (the same as VIVA project) and OPERA Research Centre and its main objectives are creating an international network on sustainable viticulture all over the world, promoting useful synergies and sharing experiences, programs and initiatives on sustainability in wine sector and involving web users in dynamic environment. The actors cooperating in this project are: experts, researchers, farmers and wine companies and consumers.

The above-mentioned examples can be considered national referring points for the wine enterprises who long to implement their involvement in sustainable projects (Palmieri & Perito, 2020).

It is very important to take in consideration the sustainability in the wine sector, in order to follow the steps concerning the state of the art and to measure the capability to implement at a long term view the three main pillars of wine sustainable business. To achieve the goal, it is necessary to improve factual projects about both environmental, social and economic sustainability.

4 – Conclusion

Given for granted that culture is a fundamental pole of Italian and foreign tourist attraction, because everyone in the world is involved in the Italian historical and artistic patrimony, wine sustainability is supposed to play a predominant role to implement the fascination towards Italian territories due to the relevance of recent demands for quality beverage.

The Italian historical background, enriched with art and literature, has definitively positive influences on the economic development of the territories. Indeed, wine tours are richer and

richer with events, combining wine and gastronomic traditional tasting with artistic, literary, musical and fashion events.

Oenological and gastronomical tourism has become more and more relevant as both a source of entertainment for single consumers and groups of interested people, as well as a remarkable economic source of income related to the different Italian territories involved in wine production and diffusion. Furthermore, marketing campaigns spread throughout the media, food and drink promoting events and global news deal with the importance of made in Italy quality products diffusing the theme of sustainability of Italian enterprises and, more specifically, Italian goods.

Premised that the binomial relation between wine and culture is a winning choice even in economic terms, on the other hand sustainability in the wine sector represents a matter of interest, but it could be better fostered through common guidelines supported by a network of national and international institutions.

These reflections intend to bring food to the constitutional concept of culture and, in particular, to the field of historical heritage of the Nation.

Environmental, social and economic features of sustainable development interact in order to support each other with the final goal to build up more equilibrated, healthy and fair civilized conditions. This idea of global equity has to be based on well-established principles, such as: fight for human rights, abolish social inequalities, face climate changes, save biodiversity concerning territorial and cultural conservation and so on.

In conclusion, it can be assumed that, on one hand Italian wine is seen as a symbol and it has a strong market all over the world, but, on the other hand in order to foster the awareness of wine consumers it could be necessary to invest more on sustainability and its communication in term of common guidelines. Indeed, sustainability is a concept which is not enrooted yet in the common way of thinking, so people must be educated to a correct approach to sustainable and quality product among which wine can represent an excellence in terms of number of certified labels as well as a source of economic income which will certainly be incremented in the future.

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