

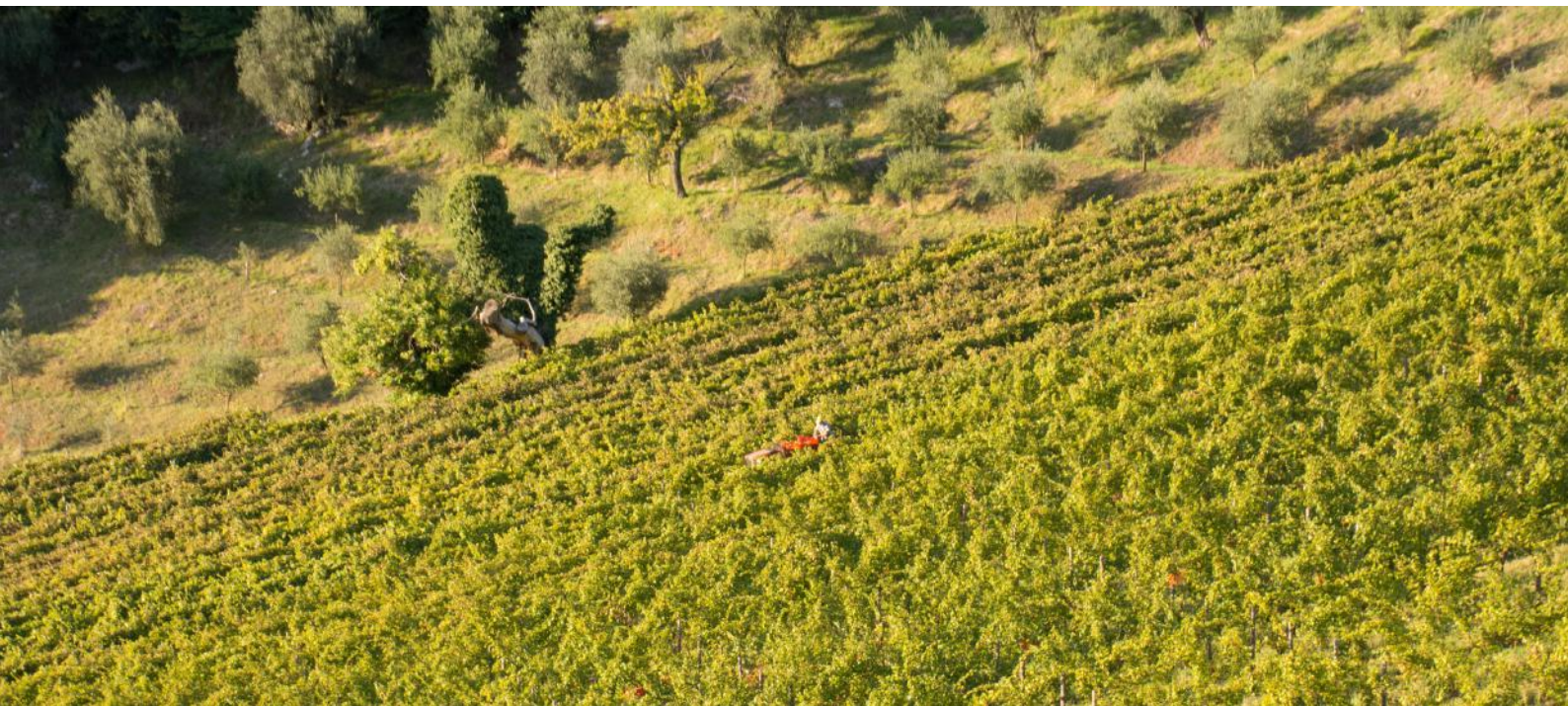
TERRA



EUROPE'S 1ST
CARBON NEGATIVE WINE

CONTENTS

- 01 Europe's first carbon negative wine
- 04 Changing climate, changing trends
- 05 Leading the way
- 06 TERRA - a wine for the planet
- 08 Winemaking and sustainability expertise
- 09 Carbon footprint calculation
- 10 Becoming carbon negative
- 11 Our climate action
- 13 About us



EUROPE'S FIRST CARBON NEGATIVE WINE

Drinking wine shouldn't have to be bad for the planet – so we're doing something about it.

Winemaker **Vignaioli Contrà Soarda** has partnered with environmental start-up **Carbon Jacked** to do things differently and combat climate change with the launch of **Europe's first carbon negative wine**.

Together they will be raising the bar for winemaking by bringing the World a spicy, fresh, well-structured blend of Merlot and Marzemino Nero that pairs well with the environment. The wine has an intentionally distinctive taste and brand, representing the team's creativity and commitment to producing a sumptuous wine that protects, rather than damages, our planet.

Tired of cartoonish green leaves, false claims of sustainability and old-fashioned winemaking, the team have rigorously analysed the winemaking process from grape to glass to fully understand the associated greenhouse gas emissions and take meaningful action to reduce them. In doing so, they've brought their customers an exquisite wine that genuinely combats climate change.

This is the first step of a partnership that will see Contrà Soarda and Carbon Jacked work together to continue to improve the sustainability of Contrà Soarda's business and operations, helping them lead by example in the wine industry.





VIGNAIOLI
CONTRÀ
SARDA



CHANGING CLIMATE, CHANGING TRENDS

The science is settled. Global temperature rises, caused by humans, will have severe consequences for our planet, including extreme weather, the mass displacement of people and the extinction of species.

But this isn't inevitable. To avoid this man-made crisis, we will need governments, businesses and individuals to take action to reduce their carbon footprint. The winemaking industry is no different. We take from the earth and have activities that lead to emissions, so we think that each winemaker should be responsible for reducing their environmental impact and giving back to the earth through more sustainable means of production.

Winemakers that don't follow us will get left behind as changing consumer habits demand more sustainable wines.



The last decade has seen a steady trend of consumers seeking out wines from smaller, often family-owned estates that strive to preserve their local terroir. Furthermore, how the wine is produced has become essential – customers have increasingly shifted towards wines that are organically produced, and now biodynamic and low-intervention wines are at the peak of demand, with customers paying up to a 40% premium for such wines.

But it will no longer be enough to produce wines that are just organic or biodynamic. As consumers continue to become more ethical with their purchases, winemakers will need to go even further to ensure their wine is produced in as sustainable a way as possible, with every step taken to reduce the negative impact on the planet.

Our approach is currently the exception, but it's our hope that it will soon become the norm so that the winemaking industry has a positive impact on the environment.

LEADING THE WAY

A NEW APPROACH TO WINEMAKING

Contrà Soarda and Carbon Jacked have partnered to lead the way in sustainable wine production with the creation of Europe's first carbon negative wine.

The brand-new wine offsets twice the amount of the carbon emissions associated with its production to make it Europe's first carbon negative wine.

To do this, Carbon Jacked carried out a detailed carbon footprint assessment of Contrà Soarda to understand the environmental impact of their entire operations, including the specific emissions associated with the new wine.

Building on Contra Soarda's long history of green methods of production, and using Carbon Jacked's expertise, these emissions were reduced as much as possible.

There is a substantial amount of carbon sequestration built into Contra Soarda's land management and operations, removing CO₂ from the atmosphere. On top of this, we have invested in fantastic projects that prevent twice the amount of CO₂ from entering the atmosphere than those associated with the production of the wine.

We supported these projects by purchasing independently verified carbon credits. The projects combat climate change, support biodiversity and contribute to the United Nations Sustainable Development Goals. The verification process ensure the accuracy and impact of our climate action.



TERRA

A WINE FOR THE PLANET

Terra is a Veneto Rosso IGT produced with Marzemino Nero, a local grape variety from Northern Italy and Merlot, an international variety that nevertheless shows Contrà Soarda's strong terroir character.

The grapes are sourced from a single vineyard site, where vines grow on steep slopes, old volcanic soil and constantly exposed to the sun from the sunrise to sunset (East-West). This vineyard is located 300 meters above the sea level on a hill nestled in the foothills of the surrounding mountains. This unique microclimate both protects it and shapes it, with a constant cold breeze coming from the Valsugana valley, a direct path to the pre-Alps and the strong temperature fluctuations between day and night leading to the perfect ripeness of the grapes.

The grapes are carefully selected both in the vineyards (from pruning to harvest) as well as prior to processing, where grapes are again sorted on a selection table just before destemming and crushing.

All grapes are hand harvested and transported to the rooftop of the cellar. The cellar, built completely underground, allows the use gravity to transport the grapes from outside directly into the vinification room, as well as facilitates a fast processing and natural temperature and humidity control of the entire building.

The grapes enter the stainless steel tanks where they start the maceration process (contact with the skins), with both grape varieties micro vinified individually. Both varieties ferment spontaneously with skin contact for a month. After this the Marzemino Nero is moved into a big barrel (2000l), while the Merlot goes in barriques (225l) of both new and second passage oak barrels for 18 months. The wines are then blended together and bottled without refining and filtration and spend an additional 6 months in the bottle before the wine is officially released on the market.





OUR APPROACH TO WINEMAKING

Since day one Contrà Soarda has focused on growing vines and in the most natural and environmentally friendly way. The family has consistently adopted all mandatory organic practices and implemented new ones in their daily work. Based on this approach, they are today organic certified that proves the dedication to their land.

However, throughout this process, they regularly found areas where the mandatory measures didn't go far enough, so they've pushed even further and created their own approach to green winemaking. Building on a deep understanding of viticulture, and expectations of what it means to be green, Contrà Soarda has implemented the following vineyard practices.



THIS IS HOW WE WORK!

Canopy management - we use 'soft pruning', which takes into account the lymphatic flow of the vine, so that its power and vigour can follow its natural flow without being stopped or hurt by the cut.

Compost - we make our own compost from the stems and pomace collected during harvest season, and manure from our own animals, which helps us improve the biodiversity in our vineyards.

Cover crop - we use 'cover crop' in the the space between our vineyard rows to improve the soil structure, reduce erosion, fix and implement the level of nutrients that the vines need to grow.

Mechanical weed control - we don't use any herbicides and mechanically remove weeds in the under-vine area. This leads to a richer soil that plays a vital role in the life of plants, giving way to healthy and deep roots that express a sense of origin.

Habitat breaks and biodiversity - habitat breaks provide valuable diversity that enhance and improve a self-regulated ecosystem. These natural corridors create the perfect habitat for different bird species, insects and courtyard animals. We also have donkeys to help naturally manage the land.

Bio-architecture - our special cellar was built with bio-architecture principles, which allow us to improve production processes in a natural way, such as gravity transportation of the grapes to natural temperature control.

OUR APPROACH TO CARBON FOOTPRINT CALCULATION

A carbon footprint is the total amount of carbon emissions released into the atmosphere from the activities of a person or organisation, and every object and action has a carbon footprint.

Contra Soarda does not fall within the scope of any mandatory carbon reporting requirements, but believes that businesses need to take more responsibility to tackle the climate crisis. That's why they've voluntarily decided to measure their environmental impact, using the proprietary assessment process that Carbon Jacked provides, so that they can do their bit.

Carbon Jacked has carried out a tailored carbon footprint assessment that looks at every aspect of Contra Soarda's operations, including its Scope 3 emissions. Based on the latest available government data and leading academic research, it goes far beyond basic online calculators or assessments to give an accurate and credible view of Contra Soarda's environmental impact and how it can improve in the future.

Carbon Jacked's carbon footprint assessment process is based on the Greenhouse Gas (GHG) Protocol, which is the highest international standard for measuring the carbon footprint of businesses and products. This is the international framework upon which all national and regional GHG reporting regimes are based.

1. SCOPING



2. DATA



3. CALCULATION (S1-3 GHG P)



4. REPORTING



5. REDUCTION



6. CERTIFICATION

BECOMING CARBON NEGATIVE

The first step for any business is to improve their sustainability by reducing emissions as much as possible, but there will always be some degree of unavoidable emissions, which is where carbon offsetting comes in

When done in conjunction with efforts to reduce your carbon emissions at source, carbon offsetting is an important and valuable part of tackling the climate emergency. Essentially, carbon offsetting means buying carbon credits that are equivalent to your carbon impact (e.g. your carbon footprint). This is basically balancing the books. If you have a remaining carbon footprint of 3 tonnes of CO₂, you would have to purchase the equivalent amount in a carbon offsetting project to ensure 3 tonnes of CO₂ is saved from the atmosphere elsewhere.

To become carbon neutral, a business would offset the equivalent of their carbon footprint. To become carbon negative is to go one step further, meaning a business prevents a larger amount of CO₂ from entering the atmosphere than the amount than they produced.

Most important, our approach to offsetting only uses the highest standard of independently verified carbon offsetting projects, such as those verified under the Gold Standard for the Global Goals, the Verified Carbon Standard, and national verification regimes run by governments.

As you'll see, we support climate projects that not only prevent CO₂ from entering the atmosphere, but also lead to a range of other positive benefits and contribute towards the United Nations Sustainable Development Goals.



FIGHTING BACK WITH FORESTRY

Ntakata Mountains forest protection in Tanzania

Our forests are one of the best defences we have against climate change. They remove CO2 from the atmosphere and support biodiversity, but they're under threat, with the United Nations estimating that 420 million hectares (1 billion acres) of forest have been lost since 1990.

If we have any chance of combating climate change, we need to protect and improve the forests we have. That's why we've partnered with Carbon Tanzania to support their forest conservation project in Ntakata Mountains in Tanzania.

Carbon Tanzania's approach allows the local community to earn revenues from protecting forest that would otherwise be destroyed, which in turn supports biodiversity and other social benefits.



The project protects 216,994 hectares of forest in the Greater Manhale ecosystem of Western Tanzania, which is home to endangered species such as the eastern chimpanzee. Since it started in 2017, it's prevented 5 million trees from being cut down, avoiding 1,286,000 tonnes of CO2.

The project also supports multiple United Nations Sustainable Development Goals, including through investments in infrastructure and healthcare, creating jobs and access to education, and improving gender equality.

Carbon Tanzania's forest-based carbon credits are internationally certified, regularly verified, and have demonstrated that they also result in measurable social and biodiversity benefits. Ntakata Mountains is verified under the Verified Carbon Standard (VCS) and the Climate, Community & Biodiversity (CCB) standard.

HARNESSING SOLAR POWER

Solar cooking for refugee families in Chad

The war in Darfur has led to more than 200,000 Sudanese refugees fleeing to Chad. To stay alive, they're left with no option but to burn wood to cook on open fires, which releases CO2 into the atmosphere. Not only is this bad for the planet, but women and children are regularly harassed and abducted travelling long distances to collect the wood.

To combat this, the Fair Climate Fund distributes solar CookKits, which use a simple design to harness the plentiful sunshine to cook. This removes the need to burn wood, which reduces the amount of CO2 that's emitted. Not only does this reduce the impact on the planet, but also leads to a significant improvement in women's safety and a healthy smoke-free way of cooking.

To date more than 7000 solar CookKits have been distributed, which have helped over 15,000 refugees and reduced 52,000 tonnes of CO2. For us this is the power of climate finance in action. Money being directed to those most in need, who otherwise wouldn't have received help, leading to multiple positive benefits alongside a substantial reduction in CO2.

The Fair Climate Fund's project is verified under the Gold Standard for the Global Goals, which is one of the leading international standards for certifying carbon offset projects.



ABOUT US

Vignaioli Contrà Soarda is a small, family-owned premium winery located on the hills of Bassano del Grappa, Veneto – Italy. Founded with passion, in 1999, by Mirco and Gloria Gottardi, with the acquisition of an abandoned piece of land brought back to life after 12 years of dereliction.

Since the very beginning, Contrà Soarda's main goal was to interpret and communicate through wine the peculiarities of their territory, standing out thanks to its unique 'terroir', as well as their conservative viticultural approach and low intervention winemaking philosophy.

Following these objectives, the cellar has been built in total respect of the environment, both to minimize the impact on the untouched nature that surrounds the estate, as well as improve all production processes in order to favor the production of great quality wines.



Carbon Jacked is an environmental start-up, funded by Jack Curtis and Jacques Sheehan, that helps individuals and businesses combat climate change through carbon footprint reduction, rewilding and education.

Carbon Jacked do things differently and are working hard to persuade people who wouldn't normally take action on climate change to get involved, live more sustainably and reduce their carbon footprint.



CONTACT US



VIGNAIOLI CONTRA' SOARDA
info@contrasoarda.it

Website | Instagram | Facebook



CARBON JACKED

CARBON JACKED
enquiries@carbonjacked.com

Website | Instagram | Facebook | TikTok
