



Sustainable Wine Roundtable 2026-7 plans and activities

This document outlines the SWR action areas
and the ongoing activities that support this work.



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Sustainable Wine Roundtable (SWR) is the global coalition working on practical, pre-competitive solutions to cut wine's environmental footprint.

We help our members improve vineyard practices and strengthen sustainability standards across the whole value chain.

Our work is organised into Action Areas, where members jointly fund the development of tools, data and standards that would be costly and slow to develop independently.

These Action Areas are supported by our Communications and Engagement activities, ensuring outcomes are visible, aligned and influential worldwide.

Our 5 Action Areas

- 1 Bottle Weight Accords - still and sparkling wine
- 2 Wine Packaging Choice Tool
- 3 Labour Standards
- 4 Viticulture Practices
- 5 Standards Benchmarking

1. Bottle Weight Accords - Still and Sparkling wine

Glass can account for up to 50% of wine’s carbon footprint. Lightweighting is one of the most effective ways to reduce emissions and save on logistics and EPR costs.

The SWR’s Bottle Weight Accords set evidence based reduction targets, supported by a lightweight bottle database. Quarterly meetings allow signatories to share practical experience. Participation attracts regular media coverage for both the Accords and SWR members.

The Bottle Weight Accords consist of two streams, covering still wine and sparkling wine.

Still wine

Members commit to reducing the average weight of 750ml bottles to below 420g by end of 2026, with new research and 2030 targets to follow. The Accord already represents around 9% of global still wine production (2.5 billion bottles).

Sparkling wine

The Accord launches in March 2026 with 2030 target weights for key formats (see below). SWR is seeking new signatories to grow the Accords to 20% of the industry by 2030.

| Style | Current average (g) | Target weight (g) | % of total sparkling market |
|--------------------|---------------------|-------------------|-----------------------------|
| Traditional method | 838 | 780 | 43 |
| Charmat method | 641 | 600 | 45 |
| Semi-sparkling | 585 | 550 | 12 |

What SWR members can do

Join the Still and Sparkling Bottle Weight Accords and be part of a growing group of peers already saving money and emissions. Engage in the BWA member group. Collaborate and drive demand for lighter bottle moulds, improving availability and accelerating change.

Overall benefits include



Lower EPR and logistics costs



Measurable carbon reduction



Shared problem-solving with peers



Reputational benefits from being part of a recognised industry initiative

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2. Wine Packaging Choice Tool

Glass continues to dominate wine sales, but it is not always the most suitable option for every market, price point or channel.

SWR's Wine Packaging Choice Tool, currently in development, will provide members with clear guidance. It will show when glass may be appropriate and when alternative formats such as PET, bag-in-box, cans or kegs could deliver better outcomes. The tool builds on SWR's initial research into evolving retailer requirements and market expectations.

These insights, together with the tool itself, will support members to make informed, science-based decisions across the following areas:

- Understanding the environmental impact of key packaging formats, including carbon emissions, pollution, landfill and recyclability, across major markets.
- Assessing market-specific factors, including how local recycling systems influence packaging choices.

- Applying operational guidance on bulk shipping, filling speeds, line compatibility and shelf-life.
- Aligning packaging formats with channels and consumer expectations, including usage occasions and price points.
- Using a decision-tree framework that links routes to market and operational constraints to fit-for-purpose packaging formats.

What SWR members can do

Share data, participate in piloting the tool, and contribute transition case studies to ensure the Wine Packaging Choice Tool reflects real commercial conditions.

Why you should support this work

Supporting this Action Area helps de risk packaging decisions through shared, independently assessed evidence. By co-funding a single tool, based on global real-world expertise, SWR members save time and money in development and use.

Overall benefits include



Market specific
packaging factors



Lower environmental
and commercial risk



Influence future
packaging standards



De-risk decisions with
shared industry data

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The Sustainable Vineyard

SWR's Sustainable Vineyard work links labour standards and viticulture practices to assess sustainability without introducing new audits or reporting burdens to vineyards.

Using existing data and regional case studies, it maps current performance and shares practical solutions proven under real farming conditions.

Why you should support this work

Funding enables the delivery of targeted tools and applied research, while also providing:

- Clearer visibility of vineyard risk across supply regions
- Practical, real-world improvement pathways
- Stronger alignment with investor and regulatory expectations

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3. Labour Standards

SWR's work on labour standards responds to the wine sector's need for a more consistent, collaborative approach to vineyard labour, particularly for migrant and seasonal workers.

This Action Area is designed to reduce fragmented data requests and show that labour risk can be addressed simply and efficiently, without adding unnecessary burden. It helps producers demonstrate a credible, professional approach to labour standards aligned with industry expectations.

SWR members participating and financially supporting this Action Area will benefit from:

- Assessment of due diligence maturity, training access, and alignment with emerging labour and human rights expectations.
- Regional case studies (including Australia, Langhe and Bordeaux) grounded in local labour markets and regulations.
- Clearer insight into fair wages, working conditions, gender equity and pathways to permanent employment.

- Access to insights from SWR's Sustainable Vineyard Barometer and Global Reference Framework, making labour practices more visible, comparable and credible to customers.

Overall benefits include



Reduced labour risk with minimal burden



Establish professional labour practices



Benchmark labour performance across key regions



Meet emerging labour and human rights expectations

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4. Viticulture Practices

This Action Area supports growers to adopt more sustainable viticulture practices that make commercial sense. The work focuses on soil health and carbon reduction, alongside chemical, energy and water use.

The aim is practical: protect the environment while reducing reliance on costly synthetic inputs and improving long-term vineyard resilience.

The work delivers:

- A simple indicator set to track key vineyard practices and outcomes including soil health, inputs, water, biodiversity and climate resilience.
- Combined input from members and existing data sources (standards bodies, regional organisations) to map the current state of practice and identify priority improvement areas, culminating in an interim report in 2026.
- Regional case studies (including Australia and Bordeaux) showing how growers manage core vineyard challenges, with lessons that can be applied across regions.

- Topic-specific webinars (for example, cover crops, reduced chemical use and composting) to share practical learnings and best practice.
- Access to insights from the Sustainable Vineyard Barometer and Global Reference Framework, making vineyard practices visible, comparable and influential in shaping future standards.

Overall benefits include



Lower input costs through smarter vineyard practices



Improve soil health and climate resilience



Track performance with simple, comparable indicators



Apply proven practices across regions

5. Standards Benchmarking

Wine sustainability standards are numerous, fragmented, and hard to compare.

SWR provides an annual, global review of 40+ wine sustainability schemes against our Global Reference Framework (GRF), an authoritative definition of sustainability for the wine sector.

We work with standards bodies through open dialogue and annual review to support improvement over time.

This work delivers

- Comprehensive scoring and narrative analysis showing which issues each standard covers, how robust it is, and where gaps and overlaps sit.
- An evolving GRF and scoring matrix, updated annually as new insights and challenges emerge from SWR action areas.

Why SWR members should support this work

Save time and reduce uncertainty when navigating the certification landscape. Support more consistent procurement and supplier conversations. Help define the framework that will underpin credibility and alignment in wine sustainability.

The benefits of supporting work include:

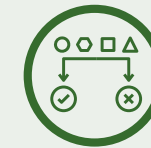
Better sourcing decisions: clearer confidence in which certifications are credible.

Lower supplier burden: Reduced duplication where schemes already cover requirements.

Reduced greenwashing and legal risk: Defensible evidence to support claims as regulation tightens.

A stronger standards landscape over time: Help define the framework that will align the wine industry on sustainability.

Overall benefits include



De-risk certification and procurement decisions



Save time through clear standards comparisons



Identify gaps and overlaps across standards



Shape the framework defining sector credibility

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Global Wine Industry Communication and Engagement

SWR's communications and awareness work is included within annual membership fees and ensures that the outcomes of our Action Areas are visible, credible and used across the wine sector.

How we catalyse change

- SWR's Research Director represents the UK Government at the OIV, the intergovernmental body that sets wine standards.
- SWR connects members globally, creating a trusted environment where they can confidently discuss, collaborate and solve.
- SWR shares insights across Action Areas, ensuring member-led work is practical, visible and useable across individual businesses and the wider wine industry.

How members can engage

Join and create member groups

SWR member groups facilitate networking and idea generation that funnel directly into our Action Areas. We are always open to connecting members and creating new groups. The current groups are:

- Retailer
- Still Bottle Weight Accord
- Sparkling Bottle Weight Accord
- Standards Bodies
- Distribution

Speak and participate in webinars

SWR webinars engage and educate the global wine industry on the practical realities of delivering sustainability, highlighting how SWR members are turning intent into action.

Utilise SWR communication channels

Through the SWR podcast, member spotlight and newsletter, members can celebrate and showcase sustainability initiatives. SWR's wider network contains 3,000+ sustainability and wine professionals.

Overall benefits include



Increase credibility and visibility across the sector



Influence policy and international wine standards



Enable global collaboration between members



Turn member-led work into practical industry impact

Why support SWR?

Funding directly supports our Action Areas and accelerates their impact. By contributing, your organisation plays an active role in shaping how the Action Areas evolve and what they deliver for the wine industry.

Your funding and participation in the SWR Action Areas enables high-impact industry research.

Position your brand as a leading sustainability voice, and support SWR in scaling our research and delivery.

For membership, partnerships or pilot discussions, please contact Luke Mobley our commercial partnerships lead.

➔ **Take action today and join these leaders.**
Email Luke Mobley at luke@swroundtable.org

