

Progress at a glance

What SWR members helped deliver in 2025-26 and what comes next.

SWR convenes the global wine industry to turn shared sustainability challenges into practical, collaborative action. Through our Action Areas, members co-fund research, tools, data and standards shaped by industry priorities and built for real commercial conditions.

The pages below summarise progress over the past year, what is coming next, and how members can use SWR's work in the year ahead.

Bottle Weight Accords

SWR's Bottle Weight Accord (BWA) is the first industry-wide global initiative to reduce the carbon impact of wine packaging.

What we've done

- The BWA now includes 28 signatories **covering ~3 billion bottles** (~10% of global wine production/sales).
- **£58 million in EPR charge savings** in the last year if all participants were subject to UK legislation.
- **440,000 tonnes of CO₂ emissions avoided in 2 years** – equivalent to the annual emissions of 73,000 homes.
- Built a **lightweight bottle database** showing availability by region.

What's next

Q2 2026: Sparkling BWA launches, including 2030 weight targets and an updated Lightweight Bottle Availability Database covering sparkling wines.

Q4 2026: Final annual report for the Still BWA published, covering three years of progress, barriers and learnings.

Q4 2026: Research for the next phase of the Still BWA released, setting out new targets and regional analysis.

Q1 2027: New Still BWA launches.

What SWR members can do:

- **Join the Still and/or Sparkling Bottle Weight Accords** to be part of a growing group of peers already reducing packaging emissions and cost exposure.
- **Share bottle weight and sales volume data** to strengthen the Accord's impact reporting and evidence base.
- **Take part in the BWA signatory group** to share barriers, compare approaches and shape the next phase of research.
- **Co-fund the next phase of BWA research** to shape future targets, regional analysis and practical implementation guidance.
- **Use the Bottle Availability Database** in supplier conversations to identify lighter-weight options by region.

Benchmarking of Sustainability Standards

SWR independently benchmarks 40+ wine sustainability standards against the Global Reference Framework, showing where schemes align, where they differ, and where improvement is needed.

The results are available to all SWR members, helping procurement and sustainability teams navigate the certification landscape, align expectations across the supply chain, and reduce supplier burden.

What we've done

- **Evaluated 15 sustainability standards** across two rounds, producing comprehensive scores and written evaluations.
- Published **findings on what makes standards effective** – identifying key themes across the certification landscape to inform procurement decisions and help standards improve.
- **SWR's dialogue with standards bodies** flagged weak areas and provided a roadmap for improvement.

What's next

- Q2 2026: Third round of benchmarking** released, covering 15 standards including B Corp and Fairtrade.
- Q3 2026: Complete benchmarking report published** on 40+ standards, including a mapping of wine-specific standards against broader frameworks such as SMETA and Fairtrade.
- Q4 2026: Searchable standards benchmark tool launched**, including comparative features.
- Q1 2027: Global Reference Framework updated**, reflecting emerging evidence, Action Area insights and OIV principles.

What SWR members can do:

- **Use the benchmarking results** in procurement, sourcing and supplier conversations to reduce uncertainty around certification claims.
- **Share the results** internally with sustainability, procurement and technical teams to support more consistent decision-making.
- **Co-fund the annual benchmark** and Global Reference Framework revision to shape and define credible sustainability in wine.
- **For retailers and distributors:** use the results to reduce supplier burden where standards already cover key requirements.
- **For standards bodies:** engage with SWR's review process to identify gaps, strengthen criteria and align with global best practice.

Sustainable Vineyard

Labour Standards & Resilient Viticulture

SWR's Sustainable Vineyard work links labour standards and viticulture practices to build the first consistent, data-led view of vineyard sustainability across regions. Drawing on baseline data, regional case studies and practical tools, it gives members clearer visibility of vineyard-level risk and a credible way to demonstrate progress without creating a new standard or audit burden.

What we've done

- Convened members around a **shared approach to addressing vineyard labour risk** and Human Rights Due Diligence.
- Launched the first global **Sustainable Vineyard Practice Survey**, gathering baseline data on labour standards and viticulture practices from growers and regions worldwide.
- **Hosted an event with the Bordeaux Wine Council** and regional partners, focused on improvements to seasonal employment and working conditions in Bordeaux vineyards.

What's next

Q3 2026: Sustainable Vineyard Survey interim report released, presenting global insights from our initial data collection across Labour Standards and Viticulture.

Q4 2026: Regional case studies published, showing how labour challenges are identified, managed and improved over time.

Q4 2026: Webinar series launched with regional wine bodies, focused on key challenges identified in the interim report and sharing solutions and transferable practices.

Q1 2027: First SV Barometer published, tracking trends, flagging priority risks, and showcasing regional progress.

What SWR members can do:

- **Join the Labour Standards and/or Viticulture working groups** to help shape a shared, practical approach to vineyard sustainability.
- **Co-fund the Sustainable Vineyard work** to create the first global baseline of vineyard labour and viticulture practices, giving clearer visibility of risk, progress and practical improvement pathways across regions.
- **Complete or distribute the Sustainable Vineyard Practice Survey** to build a stronger baseline of labour and viticulture practice across regions.
- **For retailers and intermediaries:** share the survey with supplier networks to improve visibility of vineyard-level risk without creating new audit burdens.
- **For producers and regional bodies:** contribute case studies, anonymised data or practical examples to show how challenges are managed on the ground.
- **Share existing tools, guidance or training materials with SWR** so they can inform the collective toolkit and reduce duplication.

Packaging Choice Tool

SWR is developing a Packaging Choice Tool to help members make informed, defensible packaging decisions across formats, markets and supply chains, based on environmental, operational and commercial trade-offs.

What we've done

- Began phase one of the **Packaging Choice Tool research** supported by Wine Australia, weighing environmental, financial and logistical factors in packaging decisions.
- **Drove industry conversation on packaging sustainability** through webinars, podcasts, articles and panel appearances at major trade events.

What's next

Q2 2026: First packaging report released with Wine Australia, accompanied by a decision tree and recommendations for tool development.

Q3 2026: Member consultation begins to determine the key outputs needed to make the tool fit for purpose.

Q4 2026: Packaging Choice Tool development begins, incorporating carbon intensity, regional recycling rates and other factors determined by phase one research.

What SWR members can do:

- **Take part in member consultations** to ensure the tool reflects commercially relevant packaging decision-making.
- **Share data, operational constraints and market experience** to strengthen the evidence base behind the tool.
- **Contribute transition case studies** to show how packaging changes are assessed and implemented in practice.
- **Co-fund development of the tool** to reduce the cost and time of building packaging guidance independently.
- **Use the decision tree and tool** with packaging, sustainability, procurement and commercial teams to assess trade-offs by market, channel and format.

Events, Outreach & Partnerships

SWR's communications and engagement work ensures Action Area outputs are visible, credible and used across the wine sector. Through webinars, member groups, events, podcasts, and media engagement, SWR helps members share practical insight and connect their work to wider industry discussion.

What we've done

- Delivered **25 public and member-only webinars** and group sessions.
- Published monthly podcasts and member interviews, reaching **4,000 listeners**.
- **Represented SWR and its members** at the Australian Wine Industry Technical Conference, Wine Paris, Vinitaly, Sustainability in Drinks and London Wine Fair, including participation in many panel discussions.
- Secured **media coverage of SWR and its members** in Decanter, FT, The Buyer, Wine Industry Advisor, Drinks Retailing, Harpers, and other leading outlets.

What's next

- **Stronger media engagement through relationships with regional bodies** and industry partners, broadening SWR's reach across key wine markets.
- **More structured opportunities for members to contribute** to webinars, interviews, case studies and events.
- **Greater focus on turning Action Area outputs into practical industry discussion** and uptake.

What SWR members can do:

- **Join member groups and working sessions** to exchange practical insight and feed real-world challenges into SWR Action Areas.
- **Speak at webinars, podcasts or events** to share practical examples of sustainability work and increase visibility with the wider industry.
- **Use SWR communication channels**, including member spotlights, podcasts and newsletters, to showcase credible progress.
- **Introduce relevant colleagues, suppliers or regional partners** to SWR to strengthen collaboration across the value chain.
- **Share questions, barriers and emerging priorities** with SWR so future events and member sessions focus on the issues members need to solve.

Advocacy & Policy Engagement

SWR works to ensure sustainability in wine is defined in a way that is credible, practical and grounded in the realities of the sector.

What we've done

- Dr Peter Stanbury, SWR's Research Director, appointed as a **UK Government representative to the OIV**, serving on key sustainability and economic groups.
- The OIV is benchmarking its revised definition of sustainability against **SWR's Global Reference Framework**.
- SWR acts as a **sustainability ambassador for Vinexposium**, contributes to industry publications, and collaborates with organisations such as FICOFI and FIVS.

What's next

- **Ongoing representation at OIV**, shaping international sustainability and policy discussions.
- **SWR research and member insight embedded more deeply in policy**, standards and industry forums.
- **Wider application of the Global Reference Framework** as a reference point for sustainability in wine.

What SWR members can do:

- **Share market experience, operational challenges and examples of good practice** so SWR can reflect real industry conditions in policy and standards discussions.
- **Engage with SWR consultations and member discussions** so policy positions are informed by practical experience across the value chain.
- **Connect SWR with relevant policy, regional or standards contacts** where stronger industry alignment is needed.
- **Use SWR research and the Global Reference Framework** in internal, supplier and stakeholder conversations to support clearer sustainability expectations.