

# DUORUM

UM PROJECTO COM 5 ANOS DE EXISTÊNCIA

*A five year old project*

## The role of Impact Assessment (IA) on Douro river vineyards, a case study of a new Douro & Port wine production project

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Porto • Portugal



# Douro Wine Region

## Brief Description

One of the oldest (1756) and legally demarked wine regions in the world

UNESCO World Heritage Site for its peculiar cultural and paisagistic proprieties





# Douro Wine Region

Brief Description

**Fragile Socio-Economy**

**High Rurality**

**Great natural value**





# Standard Agricultural Impacts

High Chemical input  
Extreme monoculturing  
High volume of effluents  
Soil erosion



Contamination/Eutrophication  
Loss of species/habitat  
Production losses

Damage to  
environment...

To the  
community...

To their activity...



# DUORUM

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*A five year old project*



*Case Study*  
**DUORUM Vinhos SA**





# DUORUM Wines

## Project

- Become an high-quality wine producer
- Managing 300 ha in Douro Wine Region

Two Vineyards in V. N. Foz Côa county:

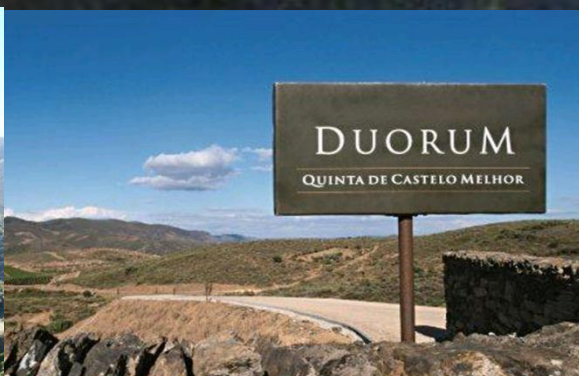
- Custódio Estate
- Castelo Melhor Estate

A Winery in Ervedosa do Douro

AWC VIENNA 2010  
SILVER



IWC 2010  
SILVER

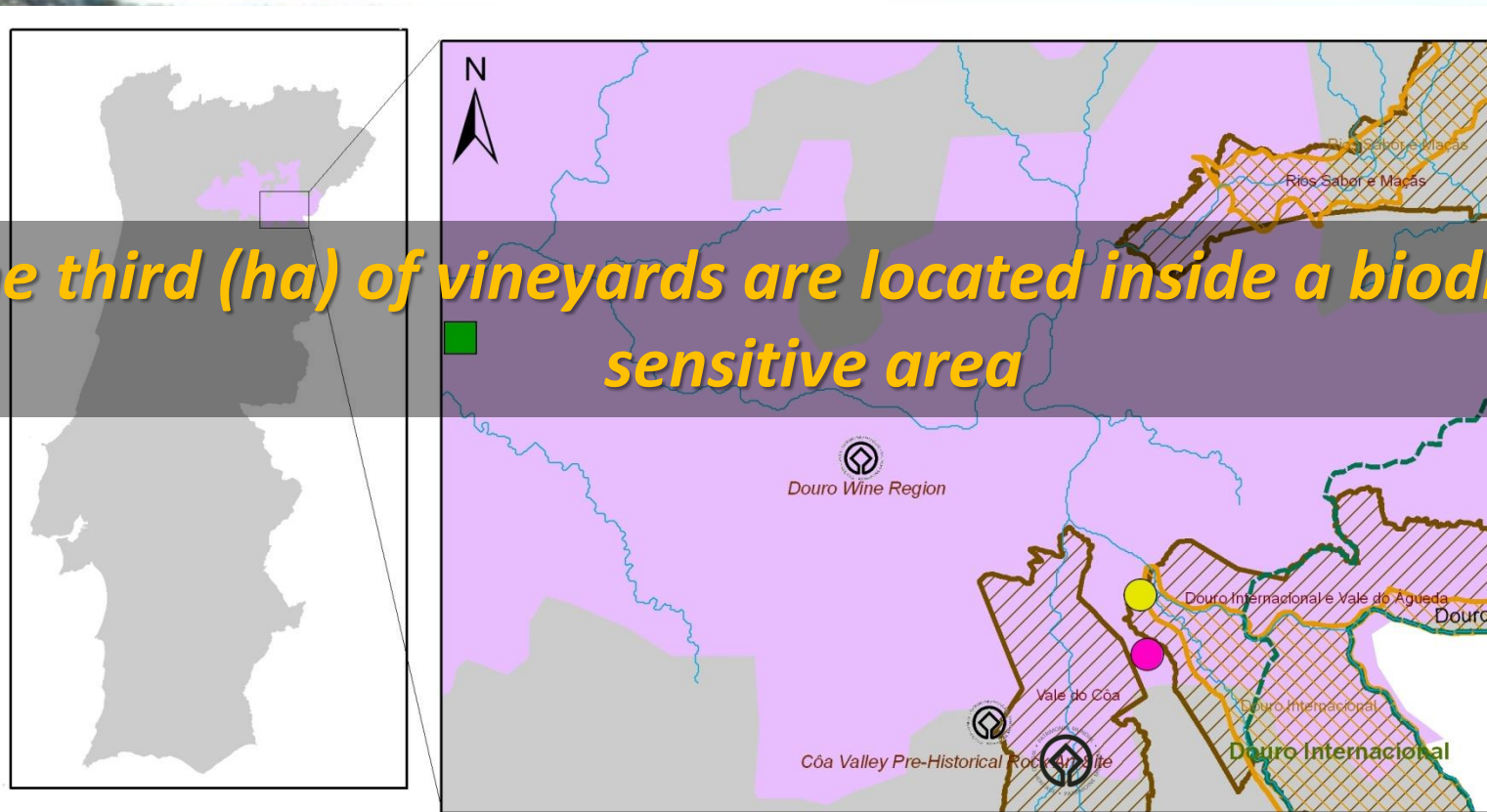




# DUORUM Wines

## *In Detail*

*one third (ha) of vineyards are located inside a biodiversity sensitive area*



### Legend

- Duorum Winery
- Quinta de Castelo Melhor Farm
- Quinta de São Custódio Farm
- Main rivers
- Douro Wine Region
- Douro Internacional Natural Park
- Special Area of Conservation for Habitats
- Special Protection Area for Birds

Unesco World Heritage





# DUORUM Wines

*Its fellow neighbors*



egyptian vulture  
(*Neophron percnopterus*)



Black wheatear  
(*Oenanthe leucura*)



Peregrine falcon  
(*Falco peregrinus*)



griffon vulture  
(*Gyps fulvus*)



Black kite  
(*Milvus migrans*)





**Insomnia or Opportunity?**



# DUORUM Wines

## *The Insomnia*



- Demands for paisagistic conformity from UNESCO;
- Many Vineyard operations had to be supervised by national environmental authorities which had to be consulted for authority approval:

- Institute of Nature Conservation and Biodiversity
- Commission of North Region Development
- Administration of North Hydrographic Region

**Time and Money Consuming....**



# DUORUM Wines

*The Opportunity*

## Difference

*Duorum* is latin for “which is made of two”:

1- An high quality Wine producer...

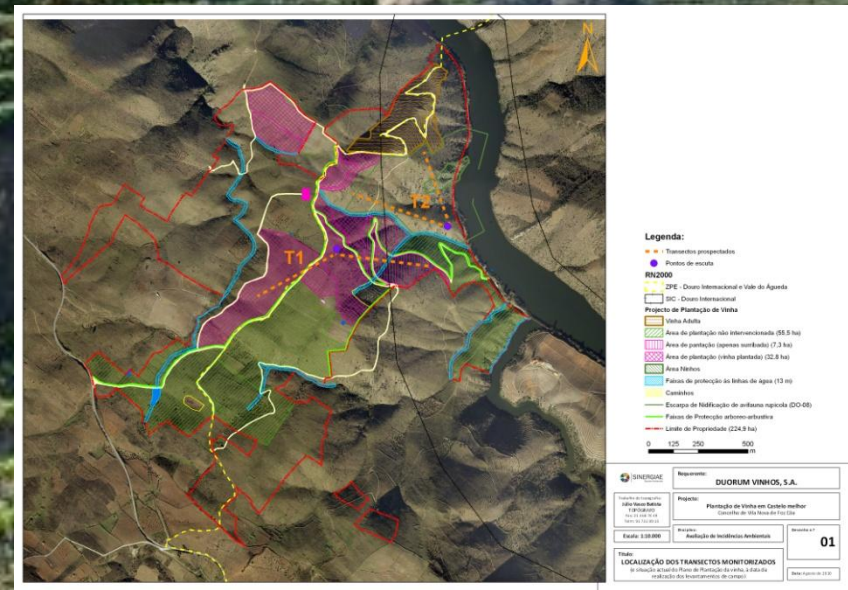
2- On the basis of sustainable rural development



# DUORUM Wines

## *The Opportunity*

An ENVIRONMENTAL IMPACT ASSESSMENT, to check the sustainability of the project





# DUORUM Wines

## *The Investments*



Nesting area



Selection of vineyards plantation areas, leaving aside for biodiversity protection areas around the small nesting cliff, defining a Nesting protection area;

Keep old olives and bushes, allowing a higher level of habitat mix (not only vineyards);

Implementing vegetation stripes bordering vineyards;





# DUORUM Wines

## *The Investments*



Delay vineyards plantation schedule (less perturbation and slower habitat change);

Keep water streams and its natural vegetation stripes (working as small ecological corridors and avoiding soil erosion);

Monitoring birdlife communities to assess changes due to project implementation;

Conservation Plan for the Black-wheatear (*Oenanthe leucura*), known as Port wine bird, a critically endangered species, which became one of the project icons;





# DUORUM Wines

## *The Investments*



Plantation of uncropped cereal fields to provide shelter and support to fauna;

Plantation of small native woodlands;

Placement of food and drinking troughs to support fauna.

Construction of narrow terraces, each of which supporting only a single row of vines;

Keep traditional schist walls;

Let spontaneous vegetation growth between rows and edges;



**Erosion Control**



# DUORUM Wines

## The Results

- The project didn't had a negative significant impact on Biodiversity (Birds), in some cases even improved it;
- Image & credibility improments from costumers, government authorities and partners;



CISION

**Expresso**

ID: 40022227 04-02-2012 | Economia

Tiragem: 132175  
País: Portugal  
Período: Semanal  
Âmbito: Informação Geral

Pág: 19  
Cores: Cor  
Área: 29,20 x 44,00 cm²  
Corte: 1 de 1

### Investir em vinho e em pássaros raros

Duorum adjudica 2% a 4% do seu orçamento em matérias ambientais. "Vale a pena", diz a administração.

"São vocês que têm uma água de Bonelli?" A pergunta do potencial consumidor canadiano surgiu de forma inesperada numa feira de vinhos em Montreal, mas José Maria Soares Franco gosta de a recordar para explicar a aposta da Duorum, do grupo Geovinus, na iniciativa europeia Business & Biodiversity (B&B), que procura levar as empresas a incorporar nos seus negócios metodologias e valores da sustentabilidade e biodiversidade.

"É possível desenvolver um negócio sustentado com preservação da biodiversidade e, até, va-



O NEGÓCIO

23  
é o número de mercados dos vinhos da Duorum, que exporta 70% da produção

290  
hectares é a área total das duas quintas da empresa, em Castelo Melhor e Foz Coa.

Os enólogos José Maria Soares Franco e João Portugal Ramos investiram €10 milhões para produzir vinho no Douro Superior

Para já, o portefólio da Duorum integra cinco vinhos. O mercado externo, com destaque po-





# The Road to Recognition...

## *European Initiative on Business & Biodiversity*



European Initiative on

**Business &**  
Biodiversity



ICN  B

Instituto da Conservação da Natureza e da Biodiversidade





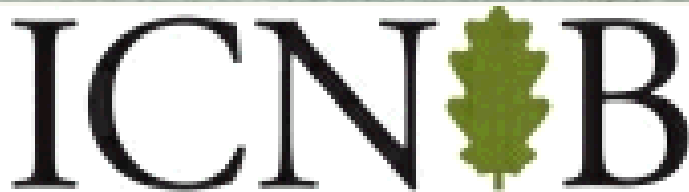
# The Road to Recognition...

## *European Initiative on Business & Biodiversity*



### What is it?

- Initiative of the European Commission which aims business to integrate nature conservation , with benefits for both;
- Promotes *Networking* between members;
- Requires the implemation of a Biodiversity Policy in the company
- Supervised and approved by Institute of Nature Conservation and Biodiversity;



Instituto da Conservação da Natureza e da Biodiversidade



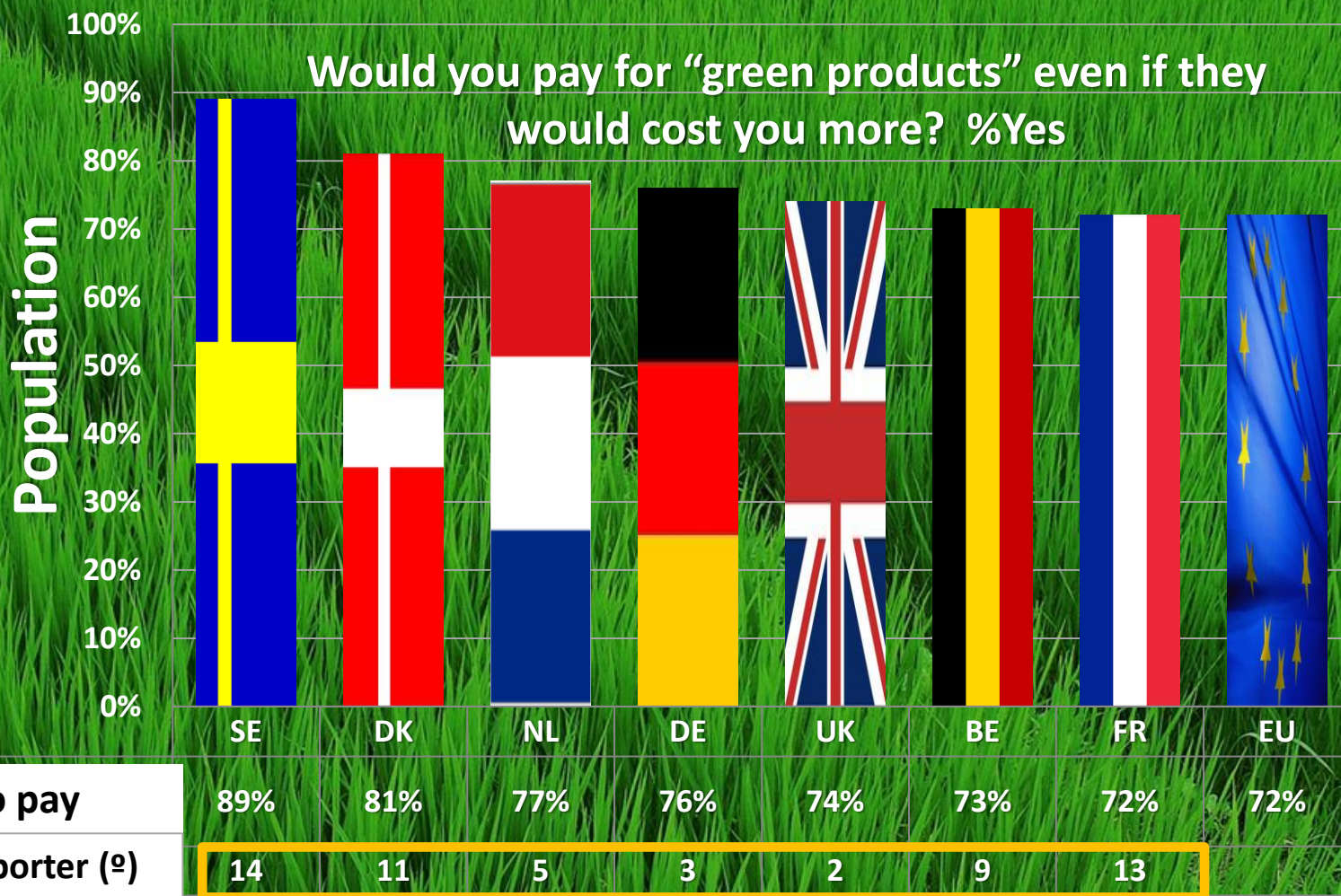


# Does Consumer Care?

## Green Consumerism



**SINERGIAE**  
Ambiente

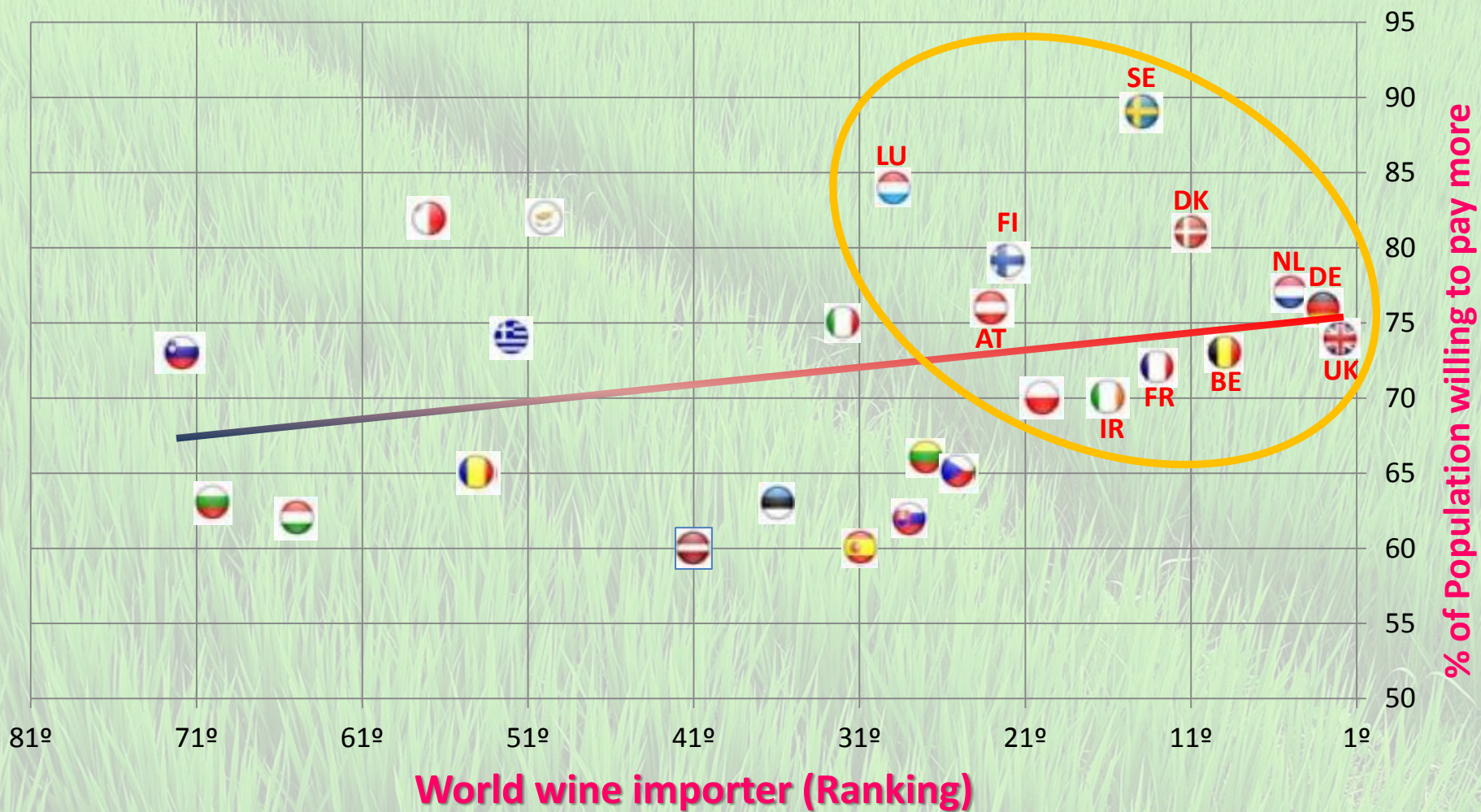




# Does consumer care?



SINERGIAE  
Ambiente





# DUORUM Wines

## *Looking Further...*

- Setting up a financial guaranty to enable refunding if certain environmental damages have origin on their activity, regarding to soil, water and biodiversity values;
- To spread awareness to entrepreneurs of the benefits of Biodiversity management into business;
- To consolidate its Port-Wine bird (*black-wheatear*) conservation plan and further improve biodiversity in their estates;





# The Way to Go...



**SINERGIAE**  
Ambiente

Marketing of Environmental policies (Environmental Certification)

**Added  
Value**

Turn conformity into capital gains

Environmental legislation conformity

Defenition of Companies Environmental Policy



# Thank you for listening!



**Nuno Vilela**

**Environmental Studies Director**



**SINERGIAE**  
Ambiente

European Initiative on

**Business &**  
Biodiversity