The World Wine Trade Group (WWTG) Industry Section recommends that WWTG Governments support the process outlined below and consider the principles with a view to endorsing them in due course.

1. All environmental labelling claims used on wine must comply with Article 5(1) of the Agreement on Labelling.

2. Where a labelling claim is made in relation to a specific national/regional wine sustainability programme, that programme should be compliant with the following principles:
   a) Scope
   National/regional wine sustainability programmes are programmes implemented at the level of a wine-producing country or region that address environmental, social and economic sustainability within that country or region.
   It is acknowledged that such programmes will vary according to the different environmental, social and economic circumstances that prevail in each country or region.
   b) Content
   The content of national/regional wine sustainability programmes should be developed using risk assessment techniques. Priority should be given to risks of significance in individual geographic regions where wineries and vineyards are located.
   Risk assessment should consider but not be limited to:
   - Site selection (for new vineyards/wineries)
   - Variety selection (for new vineyards)
   - Soil condition
   - Water use efficiency
   - Wastewater
   - Biodiversity
   - Solid waste
   - Energy use
   - Air quality
   - Neighbouring land use
   - Agrochemical use
National/regional wine sustainability programmes should provide participants with appropriate tools to plan sustainability activities, implement the activities, assess their effectiveness and modify their activities into the future. This process should be ongoing as a means of continuous improvement.

The risks identified through the risk assessment process are likely to vary in accordance with the environmental, economic and social circumstances of particular regions and countries. However, sustainability programmes must seek to monitor, measure and manage risks identified under the above headings.

c) Evaluation and verification
National/regional wine sustainability programmes should incorporate objective mechanisms to evaluate the performance of participants. Provision for independent third-party verification of participants at appropriate periods is strongly recommended.

d) Compliance and conformity
National/regional wine sustainability programmes should comply in all respects with the laws, regulations and requirements applying in the country or region within which the programmes operate.
National/regional wine sustainability programmes should comply with all applicable requirements of the WTO Agreement, and should conform to any relevant standards issued by international standard-setting organisations recognised thereunder.

3. A WWTG Wine Sustainability Committee is to be convened in order to evaluate and develop (if necessary) common methodologies for demonstrating continuous improvement against the principles identified. Once developed, the Committee may consider the establishment of aspirational goals in order to support continuous improvement.