



Contents, Aims and Objectives

The UseWine project aims to support SMEs within the wine sector to develop approaches to sustainability and improved business performance through the use of the Triple Bottom Line model (TBL). Whilst organisations primarily focus on measures associated with profit, sustainable organisations are committed to measuring and making key decisions based upon measures that take into account profitability, the planet and people - the three pillars represent the TBL. The UseWine project comprises a series of activities over a period of three years. The first and last stages of the project is to benchmark the status of the wine sector in relation to the TBL. Between the benchmarking exercises, the UseWine partners will seek to increase awareness of and use of the TBL including the training of target group

Training programme

- The training and awareness activities aim to propose a new business model, TBL, which will resolve the sustainability concerns of the local and regional economies.

Target group

- Wine SMEs and organised entrepreneurial groups
- Governments and authorities on local/regional/national/european level
- Rural development authorities
- Social and green groups and societies
- Investment fund and groups
- Services providers of rural entrepreneurship

About the partners



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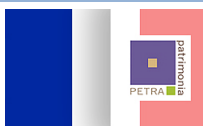
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