

CONFERENCE

# Climate Change Leadership

5-7 March 2019

PORTO 2019

## Solutions for the Wine Industry



TITLE SPONSOR  
& MAIN ORGANIZER



CO-ORGANIZERS





# THE BEGINNING

# Climate Change Leadership

PORTO 2018



The Climate Change Leadership Porto aims to raise awareness, share best practices and promote a value chain call to action from the agricultural sector in the climate change framework.

With a panel of four renowned international speakers, the Climate Change Leadership Porto Summit 2018 positioned the city of Porto as a world centre for the proposal of solutions to counter climate change.

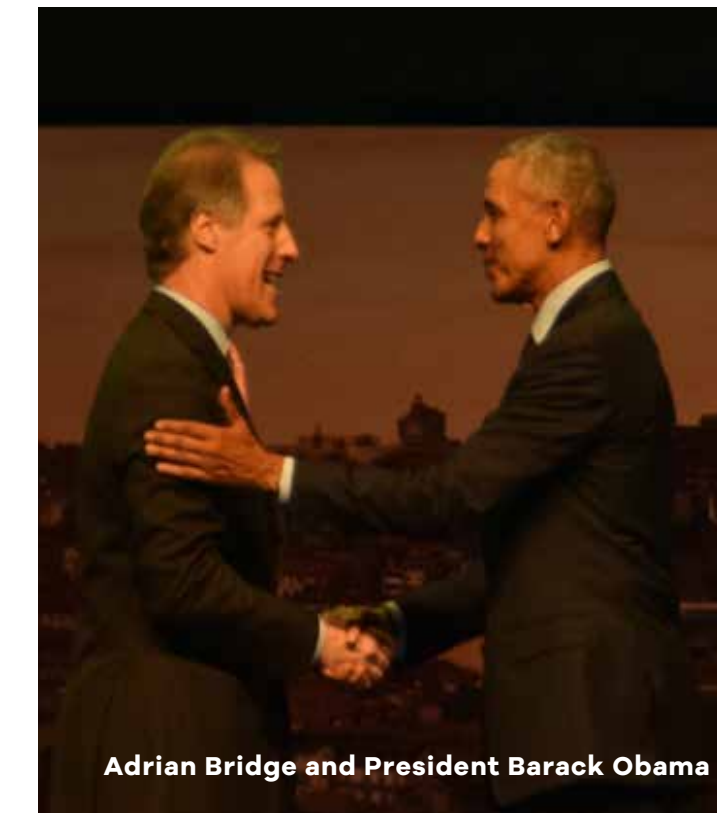
The event was marked by the opening of a debate forum to discuss positive measures impacting companies and the environment, and by the introduction of the Porto Protocol, a volunteer corporate and institutional movement aimed at developing a more sustainable environmental policy. Approximately two thousand and two hundred people were in attendance



President Barack Obama



Irina Bokova



Adrian Bridge and President Barack Obama



Mohan Munasinghe



Juan Verde



Catarina Furtado



Rui Moreira



# THE BEGINNING



The event was also marked by the introduction of the Porto Protocol, a volunteer corporate and institutional movement aimed at creating a more sustainable environmental policy. Following this pre-launch initiative the aim is now for the document to be signed by companies from the wine industry at the Climate Change Leadership Porto – Solutions for the Wine Industry, between the 6th and 7th of March 2019.





# 2019 Conference

## Solutions for the Wine Industry



Wine is one of the only branded agricultural activities that exists in the world.

The industry strongly supports and sustains rural communities and landscapes.

It is vulnerable to Climate Change.

Most conferences on the subject tell you the problem and suggest little practical steps of what to do.

At the Climate Change Leadership – Solutions for the Wine Industry Porto we aim to provide practical and proven solutions, both short and long term, to help the wine industry in mitigating the impacts of a changing climate, adapting and helping to solve our shared problems. This summit will

enable all elements of the wine industry to work in concert in developing a safe and sustainable future by reducing carbon emissions.

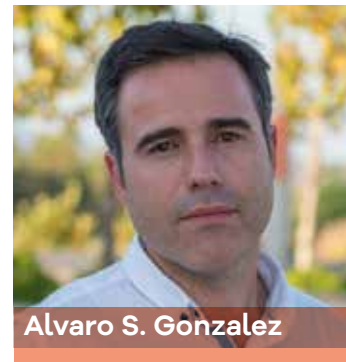
In working together to accomplish this in Porto, we seek to unite the industry by demonstrating our global leadership. An outcome of the conference will be a protocol by which all conference participants will commit to promote the solutions provided amongst winery owners, scientists, business leasers, policy makers, winemakers, vineyard workers and farmers, students, importers and distributors.

Restraining our contributions towards and detailing our responses to climate change is the greatest challenge the wine industry faces. Meeting these challenges are within our grasp; the CCLP conference and its Porto Protocol will be a tool to engage the entire wine industry.





Adrian Bridge



Alvaro S. Gonzalez



Andre Roux



António Amorim



Carlos Miranda



Chris Foss



Cindy DeVries



David Furer



Greg Jones



Heinrich Schloms



Jamie Goode



Jaume Gramona



Joel Rochard



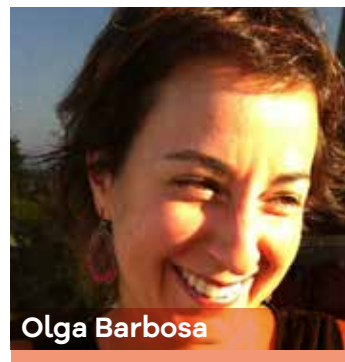
José Vouillamoz



Linda Bell



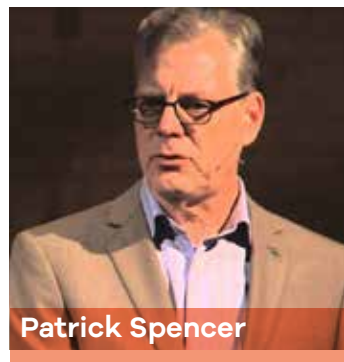
Malcolm Preston



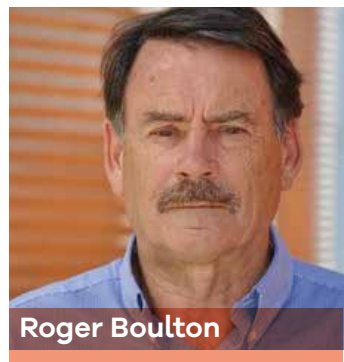
Olga Barbosa



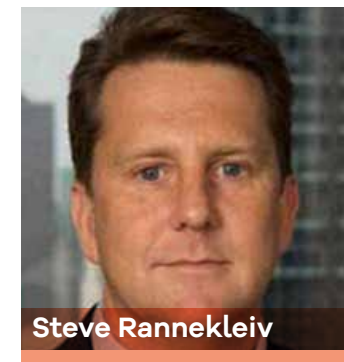
Pancho Campo



Patrick Spencer



Roger Boulton



Steve Ranneklev

# The Speakers

Invited speakers of the conference are reputed experts and authorities. The speakers will update delegates on the latest science but then focus on solutions. These solutions come from both within the industry and from without. Other agricultural production faces the same challenges but not all have the same long lead time that a vineyard investment has.

Please check the website for the update industry speakers list.



Al Gore

MAIN SPEAKER (SUMMIT)

## Confirmed Speakers:

- Adrian Bridge (PT)
- Andre Roux
- António Amorim (PT)
- António Graça (PT)
- Alvaro S. Gonzalez (CHI)
- Carlos Miranda (SP)
- Carlos Moreira da Silva (PT)
- Carlos Silva (PT)
- Chris Foss (UK)
- Cindy DeVries
- David Furer
- Greg Jones (USA)

- Heinrich Schloms
- Irina Bokova (BUL)
- Jamie Goode (UK)
- Jaume Gramona
- Joel Rochard
- José Vouillamoz (CH)
- Kimberly Nicholas
- Linda Johnson-Bell
- Malcolm Preston
- Pancho Campo (CHI)
- Steve-Rannekleiv
- Roger Boulton (USA)



# The Program



## DAY 1 › 5<sup>th</sup> MARCH

Alfândega do Porto

## DAY 2 › 6<sup>th</sup> MARCH

Alfândega do Porto

## DAY 3 › 7<sup>th</sup> MARCH

Alfândega do Porto (AM)  
Coliseu do Porto (PM)

### DAY 1 › 5<sup>th</sup> MARCH Alfândega do Porto

12.00 – 18.00

ACCREDITATIONS

14.00 – 19.30

OPENING OF THE TRADE  
SHOW AREA

18.30 – 19.30

COCKTAIL AT THE TRADE  
SHOW AREA

### DAY 2 › 6<sup>th</sup> MARCH Alfândega do Porto

08.00 – 09.00

ACCREDITATIONS

09.00 – 09.15

OFFICIAL VISIT TO THE  
TRADE SHOW

09.15 – 09.30

OPENING CEREMONY

09.30 – 10.30

SESSION 1 “NEW RESPONSES  
TO CLIMATE CHANGE”

**Speakers:** Brian Croser (AUS)  
| Miguel Torres (ES) | Gerard  
Bertrand (FR)

**Moderator:** Greg Jones

**Content:** The world’s foremost  
wine climatologist concerned  
with its impact on wine hosts  
a group of noted winemakers  
who’ve intense engagement  
making changes in their  
vineyards due to the effects of  
climate change.

10.30 – 11.45

SESSION 2: “HOME AND  
AROUND THE WORLD”

**Speakers:** Kim Nicholas (SE) |  
António Graça (PT)

**Moderator:** FEV

**Content:** ‘It all starts in the  
vineyard’, and while the wine  
producers of the New World,  
especially the southern  
hemisphere, haven’t yet  
experienced the drastic shifts  
that the Old World and northern  
hemisphere have to date, many  
are initiating projects to adapt  
and prepare for a changing  
climate.

11.45 – 12.45

SESSION 3: “CONSUMER  
EXPECTATIONS & SENSIBLE  
MARKETING”

**Speakers:** M&S (UK) | Raj Torok  
(SE)

**Moderator:** Lulie Halstead (UK)

**Content:** This session should  
emphasize the importance  
of learning from and  
communicating with consumers,

as well as consumer perception  
of the issue. The session will  
analyze which will be the cost  
of adaptation and mitigation  
from a marketing point of  
view and for the consumer,  
and how to create competitive  
advantage from being more  
proactive.

13.00 – 14.30

LUNCH AT THE TRADE  
SHOW AREA

14.30 – 15.20

SESSION 4: “WINERIES OF  
THE FUTURE”

**Speakers:** Roger Boulton (USA)

**Moderator:** Jamie Goode (UK)

**Content:** A presentation  
based on the research done  
at UC Davis for the design of  
their new winery. Topics to  
be covered include advances  
in winery design, energy  
auditing, reduction and  
efficiency protocols; thermic  
management, oenological  
products, sanitation and  
systems maintenance.

15.20 – 16.00

SESSION 5: “VINEYARD  
DEVELOPMENTS”

**Speakers:** Alvaro Gonzalez (CL) |  
Uvas Doce

**Moderator:** José Vouillamoz (CH)

**Content:** Successful examples  
of adaptation strategies being  
implemented internationally  
in the areas of: Rootstock  
selection, Vineyard management,  
Mitigation of pests & diseases,  
Vineyard practices, Selection of  
varieties

16.00 – 16.40

SESSION 6: “A REPORT FROM  
ADVICLIM”

**Speakers:** Carlos Miranda (ES) |  
Chris Foss (UK)

**Moderator:** José Vouillamoz (CH)

**Content:** The LIFE-ADVICLIM  
project develops climate change  
adaptation and mitigation  
strategies, demonstrates their  
application at the vineyard scale,  
enabling wine producers to  
assess the impacts of climate  
change on their plots, simulate  
adaptation scenarios, and  
measure the greenhouse gas  
emissions related to their  
practices.

16.45 – 17.00

Q&A S05 e S06

16.00 - 17.30

BREAK

17.30 – 18.10

SESSION 7: “WATER  
MANAGEMENT”

**Speakers:** Heirich Scholms (SA)

**Moderator:** Linda Johnson-Bell  
(UK)

**Content:** Presentation covering  
practical examples of hydric  
maintenance strategies used  
to mitigate a changing climate.  
Topics will include the current  
use of oenological products, the  
politics of domestic and foreign  
water resources, potential  
cost variables, and hydric  
management.

18.10 – 18.50

SESSION 8: “ENERGY  
ISSUES”

**Speakers:** Cindy DeVries (USA) |  
Jaime Gramona (ES)

**Content:** This session will show  
examples of how the wine  
industry is calculating its carbon  
footprint, what initiatives have  
been implemented for the  
reduction of CO2 emissions  
and practical examples of CO2  
sequestration methods currently  
in and those projected for future  
use, and best practices in waste  
management.

18.50 – 19.00

Q&A S07 e S08



# The Program



## DAY 2 › 6<sup>TH</sup> MARCH Alfândega do Porto (AM)

09.00 – 09.45

### SESSION 9: “SUSTAINABILITY, BIODIVERSITY & SOIL MANAGEMENT”

**Speakers:** António Amorim (PT) | Olga Barbosa (CL)

**Content:** Choosing where to establish and how to structure a vineyard impacts its ongoing health, the resultant wines, and therefore the consequences of its business. In this financial obligations intersect with its varietal expressions and the fate of human intervention.

09.45 – 10.30

### SESSION 10: “PACKAGING & TRANSPORTATION”

**Speakers:** Carlos Moreira da Silva (PT) | UPS or Hillebrand

**Content:** This session will focus upon strategic and logistical solution are being applied to minimize carbon impact and expand energy efficiency related to retail vessels, labeling, packaging and transportation. Learn what businesses have been doing to improve the means of getting wine to its drinkers in a much more economic and environmentally friendly manner.

10.30 – 11.15

### SESSION 11: “EFFICIENCY & ECONOMICS - CALL TO ACTION”

**Speakers:** Malcom Preston (UK) | Stephen Rannekleiv (USA)

**Moderator:** Mike Veseth (USA)  
**Content:** Managing a business model embracing excellence of execution and a careful means of constructing it is a nuanced matter requiring a broadly scoped, brave, and sensible vision. Experts from these sectors will share how it is they determine which projects to pursue, plan, and produce.

11.15 – 12.00

### SESSION 12: CLOSING REMARKS SESSION

12.00 – 13.30

### LUNCH AT THE TRADE SHOW AREA

## DAY 2 › 6<sup>TH</sup> MARCH Coliseu do Porto (PM)

### Climate Change Leadership Summit 2019

MC- Catarina Furtado

14.30 – 14.45

### OFFICIAL OPENING CEREMONY & PORTO PROTOCOL

14.45 – 15.15

### “A DATE WITH THE OCEAN” - The world’s largest beach clean-up project.

**Speaker:** Afroz Shah (IN)

**Content:** to inspire individuals to do more and show they can make a difference in our planet's future.

15.15 – 16.00

### “SOLUTIONS TO CLIMATE CHANGE”

**Speaker:** António Guterres (PT)

**Content:** show the most current findings on climate change, its impacts and origin, but most importantly, explain which are the solutions and strategies for mitigation and adaptation.

16.00 – 16.45

### “CLIMATE CHANGE”

**Speaker:** Nicolas Hulot (FR)

**Content:**

16.45 - 17.00

### BREAK

17.00 – 18.00

### SESSION 15: “KEYNOTE SPEECH: PORTO PROTOCOL - A CASE FOR OPTIMISM ON CLIMATE CHANGE”

**Speaker:** Al Gore

18.00 – 18.15

### CLOSING REMARKS

18.15 – 19.30

### PROJECTION OF AL GORE’S MOVIE

19.30 – 22.30

### OFFICIAL CONFERENCE DINNER AT BARON’S HALL



# Porto



Located along the Douro river estuary in Northern Portugal, Porto is one of the oldest European centres, and its historical center was proclaimed a World Heritage Site by UNESCO in 1996.

Since 1999, the city has been part of the Great Wine Capitals network, promoting the wine regions of Vinhos Verdes, Douro Wines and Port Wine. One of Portugal's internationally famous exports, port wine, is named after Porto, since the metropolitan area, and in particular the cellars of Vila Nova de Gaia, were responsible for the packaging, transport and export of the fortified wine.

With an incomparable cultural wealth, Porto combines its friendly and conservative character with its contemporary and creative side, in the streets, architecture, museums, leisure spaces, terraces and shopping areas.

In 2012, 2014 and 2017, Porto was elected The Best European Destination by the Best European Destinations Agency.

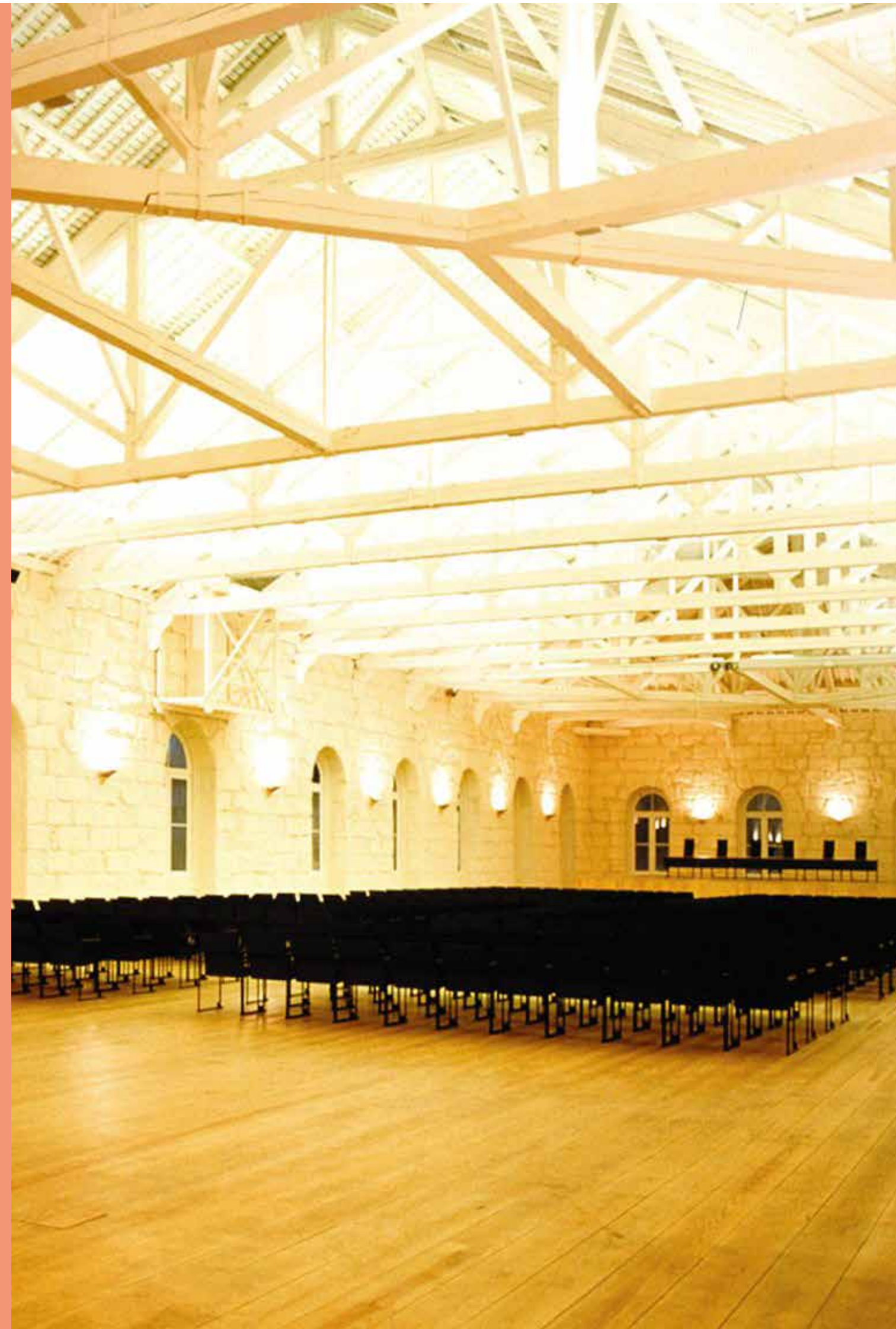


# The Venues

## Conference Venue

# Alfândega

Located along the Douro River in Porto's historic city centre, the historic Alfândega Conference Centre received the Business Destination Travel Award for Europe's Best Meetings & Conference Centre in 2014 and 2015.



## Summit Venue

# Coliseu do Porto

The keynote speech will take place at Coliseu do Porto. It will be open to delegates attending the conference as well as to the local business community, policy makers, dignitaries, celebrities and students.



## Official Dinner Venue

# Baron's Hall

Located in a former wine warehouse, the Baron's Gallery is a large space capable of hosting memorable events. With dark beamed ceilings and stone walls, lit with indirect lighting and standard lamps, this historic events space is perfect for large gatherings looking for an intimate atmosphere.





# The Expected Audiences



750

DELEGATES-CCW2018

100

JOURNALISTS

40+

SPEAKERS

2500+

SPECTATORS AT COLISEU

150

EXHIBITORS

60+

NATIONALITIES

30+

MEDIA PARTNERS




# The Trade Show & Sponsors Area



The Conference will feature an extensive Trade Show and Sponsors Area where companies will have the opportunity to display their products and services. This area is targeted principally to companies from all areas of business with an interest in protecting the environment, sustainability and fighting climate change.

Enjoy unsurpassed networking opportunities with senior executives, wine buyers from around the world and specialized media. A unique and entertaining environment, with tremendous networking opportunities.





# Sponsorship opportunities & benefits

The Climate Change Leadership – Solutions for the Wine Industry 2019 in Porto is the perfect platform to make new contacts, increase brand awareness and promote your initiatives, especially those related to the environment. It also gives you and your company the opportunity to become a member of the important Porto Protocol, the most important initiative to unite the international wine industry to help adapt to climate change.

Sponsor brands will be marketed before, during and after CCL through the event website, a world-wide media campaign, social media and benefits from dedicated on-site signage and materials throughout the 3-day event.

The Conference gives your company exclusive access to CEOs, operations managers, senior management, wine buyers, wine media, winery owners and policy makers from the international wine and environmental industries.

By partnering with us, your company will have high visibility and direct access to these attendees, who offer huge business potential.

Enjoy unsurpassed networking opportunities with senior executives; a unique and entertaining learning environment, with tremendous networking opportunities during scheduled Coffee Breaks, Welcome Ceremony, Cocktail and Official Dinner.



# Why sponsor & exhibit at CCL Porto 2018?



## Positioning

Credible positioning as a leader in sustainability among peers and business partners.

## Branding

Brand association with the most prestigious names of the wine industry.

## Engagement

Engagement with wine buyers, high-level executives, stakeholders and decision makers with shared vision for climate solutions.

## Access

Direct access to world leaders and international wine buyers.

## Leadership

Show the leadership role of your company in the fight against climate change and protecting the environment.



# Solutions for the Wine Industry 2019

2019  
early  
Bird

## GENERAL SPONSORSHIP

### OPPORTUNITIES & BENEFIT

#### Gold › 7.500€ \*

- Three complimentary registrations for Climate Change Leadership - Solutions for the Wine Industry 2019
- One table at the Exhibition Area of Climate Change Leadership - Solutions for the Wine Industry 2019
- Hyperlinked logo on CCLP website
- Full colour logo on on-site signage
- Social media acknowledgement on Twitter & Facebook
- Hyperlinked logo in NEWSLETTERS
- Literature table in press room

#### Platinum › 15.000€ \*

- Seven complimentary registrations for Climate Change Leadership - Solutions for the Wine Industry 2019
- Special area at the Exhibition area at the Event
- Hyperlinked logo on CCLP website
- Full color logo on on-site signage
- Social media acknowledgement on Twitter & Facebook
- 30 seconds TV spot to be projected on the video wall on stage throughout the event.
- Hyperlinked logo in NEWSLETTERS
- Literature table in press room
- Seven complimentary invitations for Climate Change Leadership
- 2 complimentary invitations to the Gala Dinner featuring VP Al Gore.

#### Diamond › 30.000€ \*

- Fifteen complimentary registrations for Climate Change Leadership - Solutions for the Wine Industry 2019
- Personalized space at the Exhibition Area of the event
- Logo and company presentation on the CCLP website
- 30 seconds TV spot to be projected on the video wall on stage throughout the event.
- Social media acknowledgement on Twitter & Facebook
- Hyperlinked logo in NEWSLETTERS
- Feature article in a CCL2018 eNewsletter
- Literature table in press room
- 2 complimentary invitations to the Gala Dinner featuring VP Al Gore.
- 2 invitations to the Official Photoline with VP Gore.

#### GENERAL CONDITIONS

All the amounts presented in this Sponsorship Manual have no VAT included (the present legal rate in Portugal is 23%).

The reservation of any item of sponsorship is valid only after receipt by the Conference Secretariat of the Application Form available for this purpose.

The Organising Committee will allocate the sponsorship in bases of "first-come, first-served" and after approval.



# The Opportunities

## EXHIBITORS

### OPPORTUNITIES & BENEFIT

This two-day conference highlights recent developments and ideas on solutions regarding climate change as well as giving the possibility to discover and taste wines. As an exhibitor, you will connect with more than 750 industry experts, important players of the sector worldwide, ready and eager to learn more about your products and services.

The idea of the exhibition is to promote a single typology of stand which ensures high quality standards both for the exhibitor and the delegate. Exceptional circumstances (individual stands) can be evaluated by the Organization due to the importance or singularity of product / service and stand project presented.

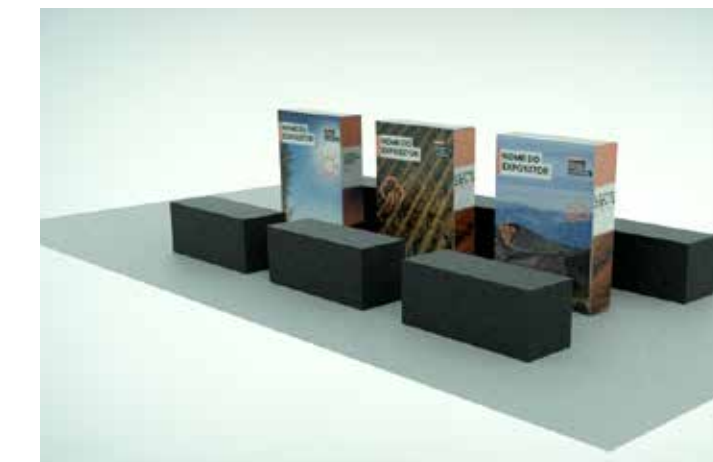
### EXHIBITORS TABLE

#### Exhibitors Table › 1.500€ \*

- Two Exhibitors registration (no access to the conferences room)
- One table at the Exhibition area of Climate Change Leadership - Solutions for the Wine Industry 2019

#### Exhibitors package › 2.500€ \*

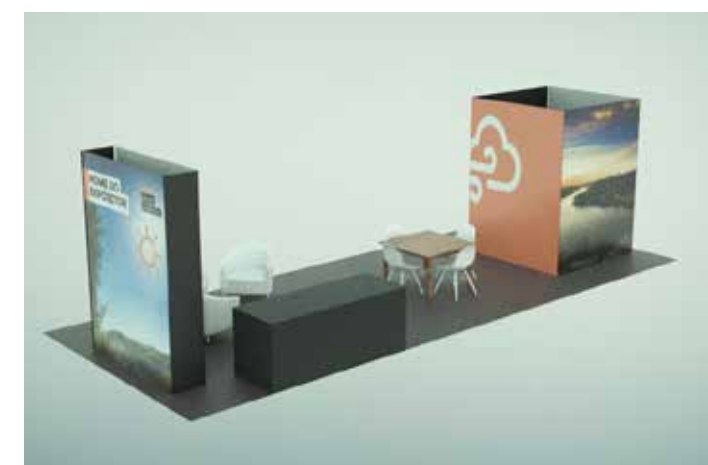
- Two Exhibitors registration (no access to the conferences room)
- One complimentary registration for Climate Change Leadership - Solutions for the Wine Industry 2019
- One table at the Exhibition area of Climate Change Leadership - Solutions for the Wine Industry 2019



### PREMIUM EXHIBITORS

#### Premium Exhibitors › 5000€ \*

- Two Exhibitors registration (no access to the conferences room)
- Two complimentary registration for Climate Change Leadership - Solutions for the Wine Industry 2019
- Premium area at the Exhibition area of Climate Change Leadership - Solutions for the Wine Industry 2019



**GENERAL CONDITIONS:** All the amounts presented in this Sponsorship Manual have no VAT included (the present legal rate in Portugal is 23%). // The reservation of any item of sponsorship is valid only after receipt by the Conference Secretariat of the Application Form available for this purpose. // The Organising Committee will allocate the sponsorship in bases of "first-come, first-served" and after approval.



# The Organizers



## TAYLOR'S PORT

Established over three centuries ago in 1692, Taylor's is one of the oldest of the founding Port houses. Based in Oporto and the Douro Valley the company is closely involved in all stages of the production of its Ports, from the planting of the vineyard and the cultivation of the grapes to the making, ageing, blending and bottling of the wines. The family's commitment to the future of Port is demonstrated in its single minded dedication to the highest standards in Port production, its continued investment in all aspects of the firm's operations and its determination to preserve the unique environment of the Douro Valley through the promotion of sustainable and responsible viticulture.



## CHRAND MARKETING & EVENTS

Chrand is an agency that specializes in the design and management of world class conferences, sporting, musical, and environmental events. Likewise, we advise companies, multinationals and governments on marketing strategies through events. From Davis Cup to conferences with President Barack Obama and Vice President Al Gore, including concerts with Sting, Pink Floyd and Enrique Iglesias; the Pro Beach Soccer World Cup, conferences with Robert Parker, Francis Ford Coppola and Kofi Annan, Chrand has a portfolio of more than 200 events of its own and a large number of programs managed for large corporations and public entities.



## INSTITUTO DA VINHA E DO VINHO

It is a public organization integrated in the indirect administration of the State, endowed with administrative and financial autonomy and its own assets. The IVV also develops activity in the participation and monitoring of processes related to the wine industry, developing actions aimed at improving the quality of wine products, strengthening competitiveness, internationalization and sustainable development of the Portuguese wine sector.



## CÂMARA MUNICIPAL DO PORTO

The government body of the county, with the mission to define and execute policies in order to defend the interests and satisfy the needs and expectations of the citizens. It promotes the development of the municipality in all areas of life, acting in strategic areas such as the environment and youth; housing; tourism, innovation and leisure; civil protection, internal control and inspection; knowledge and social cohesion; urbanism and mobility.



## ASSOCIAÇÃO COMERCIAL DO PORTO

Founded in 1834, in the aftermath of the liberal movements, the Associação Comercial do Porto was born with the purpose and the mission of promoting the prosperity of Porto and the North Region, defending in particular the interests of its business community. Inspired by the principles of free enterprise and free trade, values that have always been strong in the hearts of the people of Porto, the association has been the Chamber of Commerce and Industry for more than 180 years, officially recognized by the Portuguese State in February 1982.



# Acknowledgments

TITLE SPONSOR  
& MAIN ORGANIZER



HIGH PATRONAGE



**International Organisation  
of Vine and Wine**  
Official sponsor

COM O ALTO PATROCÍNIO  
DE SUA EXCELÊNCIA  
UNDER THE HIGH PATRONE OF THE  
PRESIDENT OF THE PORTUGUESE REPUBLIC



CO-ORGANIZERS



CO-PRODUCTION



OFFICIAL MAGAZINE



SPONSORS



OFFICIAL HOTEL



MOBILITY PARTNER





CONFERENCE

# Climate Change Leadership

**PORTO 2019**

**Solutions for the Wine Industry**

More information:

    / Climate Change Leadership

Contact & Information:

**Pancho Campo - CONFERENCE ORGANIZER //**  
pancho@chrand.es

**Rony Bacque - SALES //**  
ronybacque@hotmail.com

**David Furer - SALES //**  
rerufd@gmail.com

**[www.climatechange-porto.com](http://www.climatechange-porto.com)**