

Questionnaire submitted to wine producers of Veneto and Friuli-Venezia Giulia

Section I: knowledge/perception of Corporate Social Responsibility

Q 1.1 Are you informed about Corporate Social Responsibility (CSR)?

- very well informed
- well informed
- poorly informed
- not informed at all

Q 1.2 In your opinion, have wine companies any social responsibilities. Why?

- Yes, because _____
- No, because _____

Q 1.3 What were your first approaches to CSR? (multiple answers are possible)

- I read an article/report in a newspaper, trade magazine, television, etc.
- I came across blogs and web-sites dedicated to the topic while searching in internet
- I have received material or information on the subject
- I know others who implement/have implemented this approach
- I have participated in events/seminars/congresses on the topic
- Beyond the term CSR, being responsible is part of my entrepreneurial behavior
- For professional interest
- To meet a legal obligation
- To meet external requirements (business partners, customers, etc.)
- To try to obtain tax incentives/better access to credit
- To implement the sustainability of my company in an innovative way
- I did not have any approach to the issue
- Other (specify) _____

Q 1.4 In your opinion, how important are, between 1 (low) and 5 (high), the following aspects/actions to be implemented by a company in order to be considered socially responsible?

Equal opportunities

①②③④⑤

Transparency	①②③④⑤
Safety of the working environment	①②③④⑤
Employee wellness	①②③④⑤
Reduction of environmental impact	①②③④⑤
Costumers' satisfaction	①②③④⑤
Public reputation	①②③④⑤
Organisational compliance	①②③④⑤
Business management	①②③④⑤
Technology innovation and sustainability	①②③④⑤
Environmental certification	①②③④⑤
Ethical certification	①②③④⑤

Section II: Market

Q 2.1 The international market is increasingly attentive to the social aspects related to the irregular work and labor exploitation in agriculture (caporalato) and excessive land use (contamination, land use, etc.). Italian producers are often attacked on these fronts. In your opinion, is the demand for ever greater attention to these aspects a real need or just a wrong perception of the Italian production process? Express your opinion on a scale from 1 (not at all) to 5 (completely).

Real need	①②③④⑤
Wrong perception	①②③④⑤

Q 2.2 It is well known that our country is clearly lagging behind many European and world countries in terms of sustainability. In your opinion, are Italian wine consumers influenced, in the selection of the wines they buy, by sustainability practices implemented by the wineries?

- Yes, because _____
- No, because _____

Q 2.3 In your opinion, are international wine consumers influenced, in the selection of the wines they buy, by sustainability practices implemented by the wineries?

- Yes, because _____
- No, because _____

Q 2.4 Have you discover any variation over time in the demands/requirements of wine consumers in general?

- Yes
- No
- I don't know

Q 2.5 Have you ever thought/would you ever intend to modify the production process to meet the concerns of consumers who are sensitive to Corporate Social Responsibility?

- Yes, I'm moving in that direction
- I'd like to, but the cost is too high
- I don't know, considering that CSR investments produce results over a very long period of time.
- No, I don't think that's the best way to manage my business.

Section III: Implementation of Corporate Social Responsibility

Q 3.1 How much do these actions overlap with your company's concept of sustainability? Please give us your opinion on a scale from 1 (not at all) to 5 (completely)

Biodiversity protection	①②③④⑤
Soil management strategies	①②③④⑤
Management strategy of phytosanitary treatments	①②③④⑤
Grapes safety	①②③④⑤
Options related to winemaking techniques/technologies	①②③④⑤
Selection of additives and adjuvants	①②③④⑤
Selection of packaging	①②③④⑤
Water resource management	①②③④⑤
Energy management	①②③④⑤
Human resources management	①②③④⑤
Relationship with the territory and the community	①②③④⑤

Q 3.2 What is your business strategy with respect to each of the following possible activities in the field of Corporate Social Responsibility?

	Realized	Planned	Not planned
Involvement of workforce in decision-making and redistribution processes			
Implementation of protection policies against all forms of discrimination, both in the workplace and at the time of recruitment			
Use of codes of conduct/ethical certifications (e.g. code of ethics, SA 8000, OHSAS 18001, ISO 14000, EMAS, Eco-Label, EPD)			
Reduction of environmental impact in terms of: energy saving			
Reduction of environmental impact in terms of: efficacy and waste recycling			
Reduction of environmental impact in terms of: prevention of pollution (e.g. reduction of polluting emissions, wastewater treatment, etc.).			
Reduction of environmental impact in terms of: protection of the natural environment (e.g. reducing the use of fertilisers, pesticides, etc.).			
Reduction of environmental impact in terms of: sustainable transport options			
Thermal insulation of buildings and/or production of energy from renewable sources			
Procedure to stimulate and implement suggestions made by personnel/clients/suppliers/other subjects of the territory			
Agreements with schools/universities to activate training internships			
Training opportunities for people from the local community (e.g. apprenticeships or internships for young people)			
Financial contribution to the activities and projects of the local community (e.g. donations, sponsorships, promotion and enhancement of the territory, networks between companies).			
Development of the local economy (local purchasing)			
Systems for the evaluation and selection of its suppliers/business partners (e.g. improvement of sustainability related activities)			

Q 3.3 Considering the actions mentioned above, which concern the implementation of CSR, what was the main reason for you to follow this direction?

- Corporate policy
- Market drivers
- Institutional pressures

- Other (specify)

Q 3.4 How much do the following aspects represent an obstacle in the implementation of Corporate Social Responsibility activities in your company, on a scale from 1 to 5, by relevance?

Inadequate human resources	①②③④⑤
Inadequate staff motivation	①②③④⑤
Lack of time	①②③④⑤
Technologies not available	①②③④⑤
Lack of information	①②③④⑤
Poor economic resources	①②③④⑤
Difficulty in detecting any economic benefits	①②③④⑤
Lack of incentives from the institutions	①②③④⑤
Other (specify)	

Q 3.5 Which of the following options do you think could stimulate Social Responsibility actions among companies in your territory? (multiple answers are possible)

- Public economic incentives
- Sharing of public/private resources
- CSR training/consultancy
- Sponsorship in trade fair activities
- Networking with large companies
- Cooperation with local actors
- Other (specify)

Section IV: Communication of Corporate Social Responsibility

Q 4.1 Which communication channels do you use to inform/communicate initiatives on "Social Responsibility"? (multiple answers are possible)

- Newsletter
- Website
- Social media
- Brochure (other information material)

- Other (specify)
- I do not communicate any activity

Q 4.2 Have you implemented any sustainability certification? If so, which one?

- Yes
- No

Q 4.3 How on a scale between 1 (not at all) to 5 (very much) do you consider the following communication activities are relevant for obtaining strategic benefits (better reputation, better relationships with employees, etc.)?

Communicate the results obtained through responsible actions

implemented by the company ①②③④⑤

Advertise the certifications obtained by third parties ①②③④⑤

Constant listening and dialogue with the various actors in the area (customers, suppliers, institutions, trade unions, etc.) in which the company operates

①②③④⑤

Have consistency between the commitments made and what is actually done

①②③④⑤

Integrating social and environmental values into marketing strategies and corporate advertising

①②③④⑤

Involve the various stakeholders directly in decision-making ①②③④⑤

Section V: Business performance implications

Q 5.1 To what degree "sustainability" actions can improve the following economic aspects of your company? (1 "no contribution", 5 "obvious contribution")

More efficient use of resources ①②③④⑤

Increased operational efficiency ①②③④⑤

Supply Chain Optimization ①②③④⑤

Lower regulatory and/or legal risks ①②③④⑤

Easy access to funding sources ①②③④⑤

Lower costs and lower taxes ①②③④⑤

Lower financial and/or operational risks

①②③④⑤

Q 5.2 To what degree "sustainability" actions can improve the differentiation of your products/brands? (1 "no contribution", 5 "obvious contribution")

Increasing consumer loyalty

①②③④⑤

Increasing brand strength

①②③④⑤

Higher chances to enter new markets

①②③④⑤

Ability to justify a premium price for the product

①②③④⑤

Q 5.3 Did you experience any unexpected changes (both positive and negative) within your company as a result of the implementation of social responsibility practices?

Information on the company

Region where the winery is located

Type of company

Annual produced quantity (n° bottles)

Position held by the compiler

Company name (optional)

Turnover (in Euro)

- Up to 200 000
- Between 200 000 and 500 000
- Between 500 000 and 1 million
- Between 1 and 2 million
- Between 2 and 5 million
- Between 5 and 10 million
- > 10 million

Approximate percentage of export (optional) _____