

Implementation plan of the reWINE project to reuse bottles of wine in Mallorca

reWINE

Summary of the results of
the 1st. phase and design
of future scenarios.

June 2023

Rezero

With the support of:



Consell de Mallorca



Background.

Summary of actions taken

Almost ten years ago Rezero came up with the reWINE project to promote the reuse of wine bottles. Between 2016 and 2020, together with Inédit, he promoted the European LIFE+ reWINE project with the participation of Bodegas Torres, the Falset-Marçà Cooperative, the Research Park of the Autonomous University of Barcelona, the Catalan Waste Agency and the washing plant infinity. The project involved wineries, consumers, bars and restaurants, distribution companies, stores and collection points to carry out a pilot test of the reuse of wine bottles, from washing, labelling, bottling and distribution in the market to the different logistics for your collection. The pilot test served to identify the key aspects that provide technical, economic, and environmental feasibility to the reuse of wine bottles.

With the results in hand, Rezero, with the support of the Fundació Marilles and the Consell de Mallorca, has been working for years to promote the project in the Balearic Islands.

In 2022, Rezero, thanks to the support of the Mallorca Preservation Foundation, was able to begin the preparation of a diagnosis of the Mallorcan wine sector, quantifying the universe of bottles that could participate in reWINE here and mapping the potentially interested actors and their characteristics. At the same time, he was able to create and energize a driving force for the project, made up of a growing sample of interested parties, mainly from the productive and HORECA sectors.

The result of that process is presented in this document that includes:

1. Sector diagnosis:

- Results of the survey and interviews carried out
- Motor group contributions
- Stakeholder map

2. Next steps for the implementation of reWINE in Mallorca

- Roadmap
- Logistics and washing test
- Other lines of work and future



1. Sector diagnosis

What moves the productive sector in Mallorca?

106 wineries

50.000 hl wine/year

80% are marketed in the Balearic Islands *

* Data: Institute of Food Quality of the Balearic Islands (IQUA)

3,5 M/litres/year

5M bottles / year

Mallorca moves 5 million bottles a year that could potentially take part in a reuse circuit.



	Wineries	L produced	%
	2022	2021	
IGP Vi de la Terra IB	6	4.471	
IGP Vi de la Terra Mallorca	73	27.773	
IGP Serra de Tramuntana - Costa Nord	2	70	
DO Pla i Llevant	13	12.638	
DO Binissalem	12	7.670	
Total	106	52.622 hl	34.621 hl



1. Industry diagnosis

What is the opinion of the productive sector of the reuse?

34 Wineries

20 Interested parties

12 Indecisive

2 Opposites

1,5 M bottles that could be reused today



One out of every three bottles that are produced and consumed in the Balearic Islands could be reused as of today.

If the necessary infrastructure and logistics for washing and reusing the bottles were available today, there would be at least 20 wineries that could market more than a million and a half million bottles of wine in reusable format in Mallorca. Carrying out a job of accompanying and advising the sector, the number of interested wineries could be significantly increased and therefore, the number of bottles that could potentially participate in this ecosystem.

Wineries	Num.	Bottles used	Bot/Mallorca
Interested parties	20	2.378.100	1.752.500
Indecisive	12	1.537.000	943.000
Total	32	3.915.100	2.695.500



1. Industry diagnosis

What about packaging and logistics?

Are the wineries willing to change the bottle model in order to participate in the system?

From the multiple meetings held and also from the survey carried out, there seems to be no opposition to proposing a standardization scenario for bottles. However, it would be necessary to carry out specific work with the wineries in order to agree on the characteristics of these standard bottles.

What are the preferred channels of marketing?

There is no homogeneous reality in terms of wine distribution channels, although it can be deduced that the involvement of the distribution sector is key in the design of reuse circuits.





1.2 Motor group contributions

Three work sessions were organized with a reduced group of companies in the sector. Progress has been made in these meetings to identify and agree on proposals for actions to be carried out, as well as to adjust and validate the roadmap to follow.



The summary of the contributions made by the members of the motor group includes:

	Needs	Actions
Infrastructures	Washing plant	Protocols to guarantee the quality of bottles and the number of washing cycles with an outsourced service.
Organizational	Leadership by an entity outside the sector that facilitates the transversality of the project and reaches citizens to generate demand.	Networking, awareness campaigns and search for public and private financing.
Logistics	Foreign and reverse distribution service. Defining the circuits, frequency of collection and rotation, as well as box models and others.	Study of the economic and environmental viability for the different options that are presented and in agreement with logistic actors with facilities.
Trademark	Standard bottle model for easy reuse and identification.	Prepare the design, the story and make the added value visible.
Economics and financing	Calculate the global cost of designing and implementing the wine bottle reuse system.	Prepare a global economic study of the system that includes design, dynamization and implementation tasks of the project. Identify public and private financing sources.
Other	Environmental viability of the reWINE project in Mallorca at this time.	Analysis of the Life Cycle and the potential to reduce emissions from reusing wine bottles in Mallorca.



1.3 Stakeholder map

reWINE is a cross-cutting project that requires the commitment of different stakeholders throughout the entire chain. Until today they have participated in the meetings and meetings of the driving group:

27 Wineries

4 Producer groups

6 HORECA companies and representatives








1 Social Entity





1.4 Conclusions

The conclusions that emerge from these months of work validate the roadmap proposed by Rezero and confirm the potential for the reuse of wine bottles in Mallorca:

-  **80% of the wine made in Majorca is consumed in the Balearic Islands**, and represents about 5M potentially reusable bottles/year.
-  **Today, 20% of the sector confirms their interest.** 1 out of every 3 bottles that are bottled and consumed in Majorca, which would mean 1.5 million bottles every year.
-  **Reuse is perceived as an added value for Mallorcan wine and brands.** The companies of the driving force are interested in promoting reWINE as a seal of sustainability and differentiation.
-  **The standardization of the bottle to facilitate its reuse is not a problem for the majority of the surveyed wineries.** The wineries focus their attention on medium-high range wines.
-  **The Law for the sustainability and circularity of tourism places the HORECA Channel as a great ally for reuse.** This factor is expected to increase the demand for products with local values and reusable.
-  **Distribution can play a key role in setting up a wine bottle reuse circuit.**
-  **A reuse circuit can generate opportunities for social entities that work with vulnerable groups.**



2. Next Steps Roadmap

As agreed, the roadmap for the implementation of a bottle reuse ecosystem in Mallorca would follow at least 4 phases, one of which have already been partially completed thanks to the actions carried out by Rezero with the support of Fundación Mallorca Preservation.

1. Diagnosis:

- Potentially reusable bottles universe.
- Characteristics of the wine sector of Mallorca.

2. Assessment of possible logistics scenarios, laundering and use of facilitating elements.

3. Design of the reuse ecosystem

4. Start of a pilot test and phased implementation



2nd phase start Logistics and washing test

Following the roadmap validated by the members of the motor group, once the diagnosis has been prepared and the network of actors has been created, the third phase of assessment of possible scenarios begins with the carrying out of a logistics and washing test with the existing facilities. in Mallorca and with the participation of a sample of wineries and companies interested in taking part in the reusable ecosystem. This phase will begin in July 2023 and is expected to last for a year, taking place in different phases:

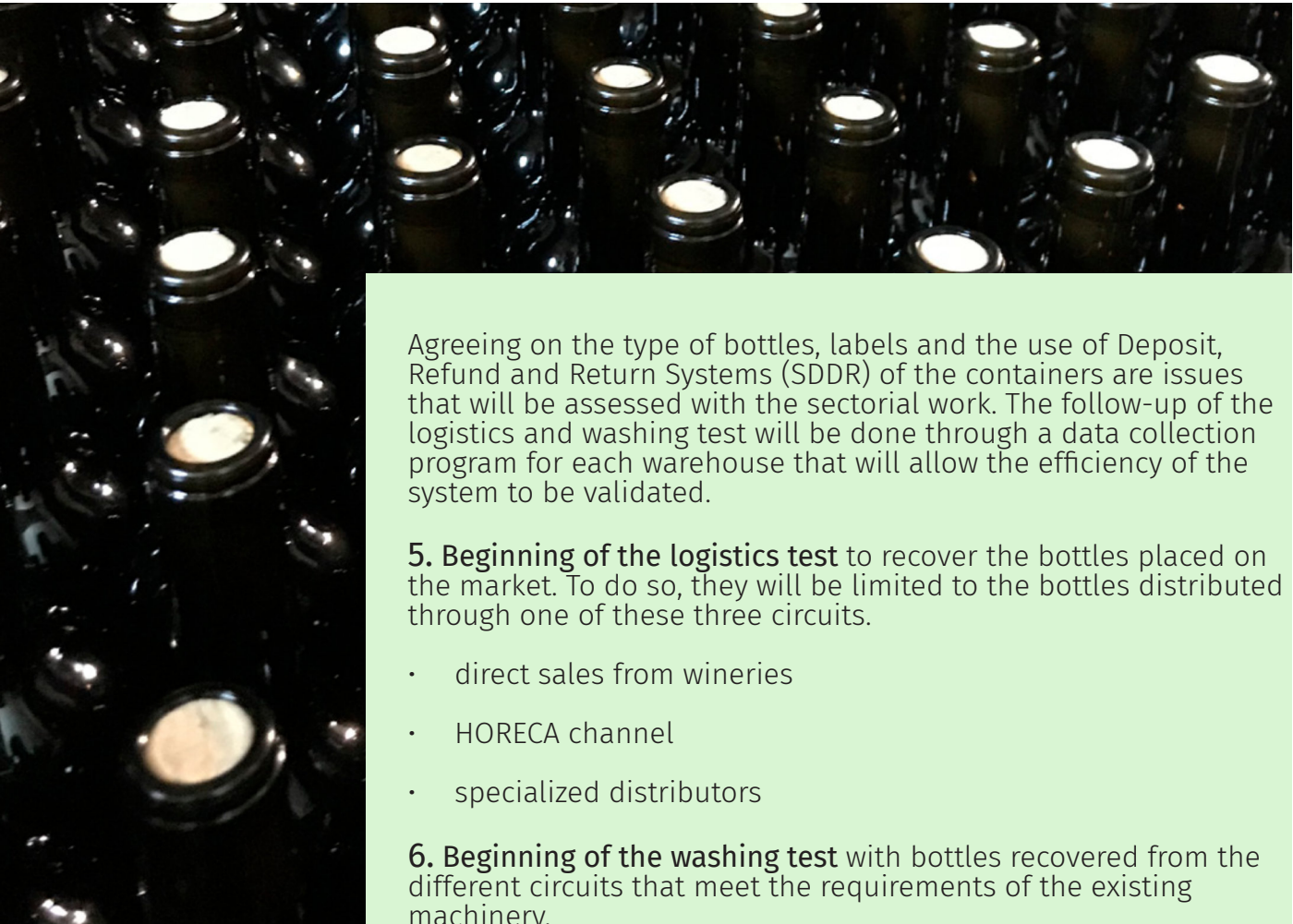


1. Act of meeting between actors, presentation of results and announcement of the 3rd phase, to define the actors interested in participating in the logistics and laundering test.
2. Analysis of the existing washing facilities as well as the technical, legal and economic conditions of each facility.
3. Work with the distribution sector to define possible reverse logistics circuits and assessment of the participation of social entities from the third sector in the bottle preparation and classification operations, evaluating technical and economic aspects of their participation in the process system.
4. Selection of the wineries participating in the logistics and washing test. It is expected that at least 5 wineries will participate that meet the following requirements:
 - Participate in a work group to identify common bottle models
 - Label and distribute around 1,000 water-soluble labeled bottles without caps before February 2024 (reusable bottles).
 - Count the number of reusable bottles distributed and collected through direct and indirect sales channels by March 2024.
 - Assume costs of the washing and logistics service for the collection and return of your bottles



2nd phase start

Logistics and washing test



Agreeing on the type of bottles, labels and the use of Deposit, Refund and Return Systems (SDDR) of the containers are issues that will be assessed with the sectorial work. The follow-up of the logistics and washing test will be done through a data collection program for each warehouse that will allow the efficiency of the system to be validated.

5. Beginning of the logistics test to recover the bottles placed on the market. To do so, they will be limited to the bottles distributed through one of these three circuits.

- direct sales from wineries
- HORECA channel
- specialized distributors

6. Beginning of the washing test with bottles recovered from the different circuits that meet the requirements of the existing machinery.

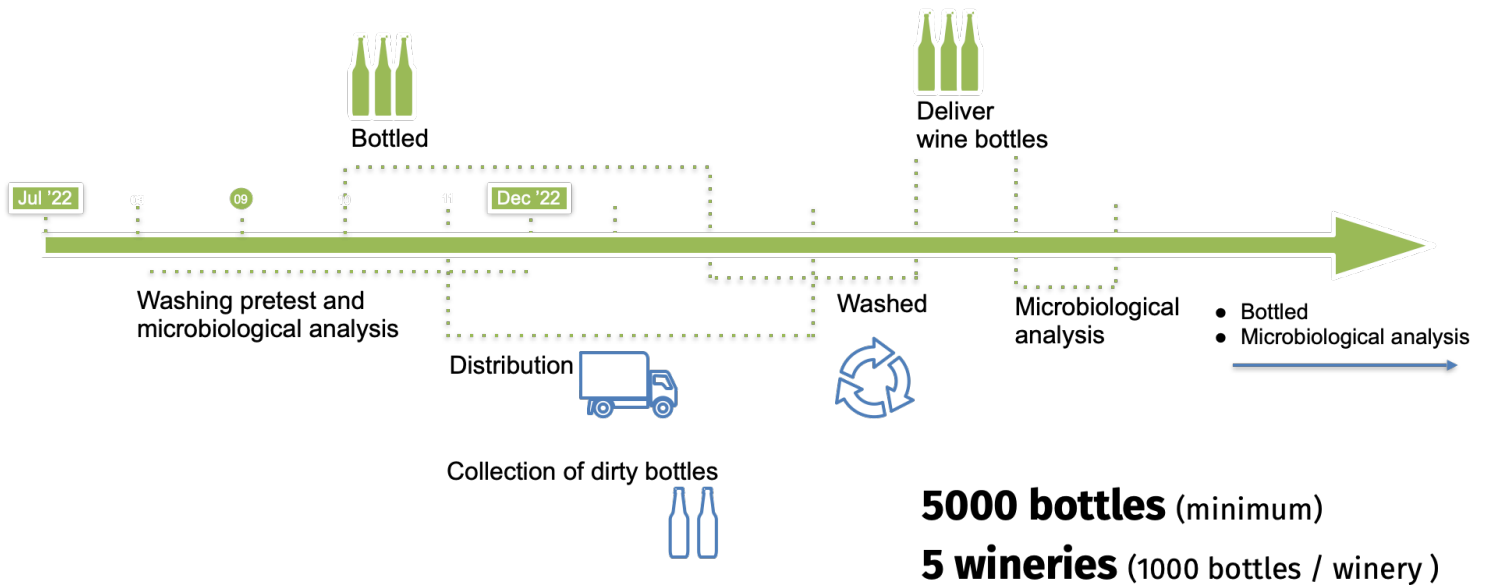
7. Return of the bottles to the wineries and preparation of microbiological analyzes before and after bottling.

8. Experiment evaluation

9. Reporting of results



2nd phase start Logistics and washing test





Other lines of work and future

The reWINE project aims to generate the ecosystem to facilitate the reuse of the 5 million bottles of wine produced each year and consumed in the Balearic Islands. In order to achieve this objective, it is necessary to continue working with the sector and in this sense, different lines of work are identified for which it is necessary to continue seeking alliances and financing:



- Performing a logistics and washing test.
- Promotion of the awareness, promotion and communication campaign of reWINE
- Continuity of the work space of the main group, expanding the call to more actors.
- Preparation of a scenario study to define the cost of the reusable bottle.
- Preparation of an economic feasibility study for the washing and logistics plant.
- Group work with wineries to generate consensus on the creation of systems that facilitate reuse such as standard bottles and pool systems.
- Study of marketing channels

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