



STRONGER TOGETHER

For over 100 years, the people of Champagne have been active in social responsibility, drawing inspiration from the concept of the “appellation d’origine” and establishing the founding principle of equitable sharing of the value created within the Champagne region.

TODAY, THERE ARE **FOUR FOCUSES FOR RÉFLEXION**

“A COLLECTIVE COMMITMENT TO PRESERVE CHAMPAGNE HERITAGE: EXCELLENCE AND SUSTAINABILITY FROM VINE TO GLASS.”



PART 1

ACT TOGETHER

Promote the collective approach and keep the industry spirit thriving

Ensure responsible governance and share value fairly

Protect and promote the tangible and intangible heritage of the appellation



PART 2

FOR CHAMPAGNE

Improve working conditions, particularly in the vineyards

Preserve the soil, biodiversity and water resources

Make vineyards more resilient to climate change



PART 3

FOR THE CHAMPAGNE REGION

Attract talent and develop skills

Expand on circular economy initiatives

Contribute to local roots and play a driving role in regional cohesion



PART 4

FOR THE WORLD

Anticipate changes in society and regulations

Support responsible consumption

Reduce greenhouse gas emissions

Find the impact report
by scanning this QR code

