

WINE MOOD

BERT E SOSTENERE

IISS MARCO FANNO
Conegliano (TV)

PROJECT

CSR IN CLASS Strategic Partnership n. 2017-1-IT02-KA201-036535
ERASMUS PLUS programme 03-CSR contest for secondary schools

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WHERE ARE WE?



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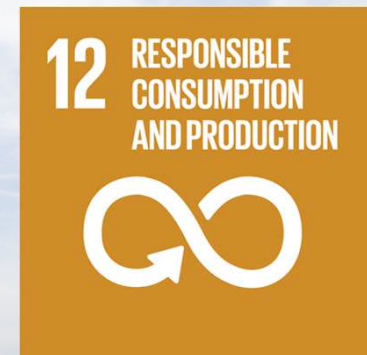
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WHAT IS CORPORATE SOCIAL RESPONSIBILITY?



A company that pursues CSR is a business that considers the notion of sustainability in economic transactions

The 12th goal
of 2030 Agenda,
approved by ONU.



Market



GROWTH RECORD in the last years both in Italy and abroad.

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DIFFERENCE BETWEEN BIO AND NOT BIO

Bio

- Increase of life in the **whole natural cycle**;
- Collaboration between **organisms**;
- Greater resistance to **diseases**.

Not
Bio

- Presence of **chemicals**;
- **Good-looking** products;
- Progressive exhaustion of **natural resources**;
- Reduced amount of **work**;
- Damage to **human health**.

Method used by the Swiss
laboratory
LifevisionLab in **Soyana**



Using the **energy** present
inside foods.



WHAT DOES BIODYNAMIC MEAN?

It's based on:

- **moon phases;**
- respect for **natural resources;**
- use of **biodynamic preparations.**



Regulated by the
DEMETER association.



THE ADVANTAGES OF ORGANIC WINE

- It's **sustainable** from the point of view:
of the environment;
of health;
of economy.
- It is **commitment** and **passion** of the workers;



New Bio Generation

3.550 visualizzazioni

👍 926 💬 40 ➦ CONDIVIDI ≡ SALVA ...



Bere e Sostenere
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ISCRITTO 24



Progetto CRS in Class

OUR EVENT

- **WHAT KIND OF ORGANIC WINE ARE YOU?**

To favour the knowledge of the organic world
this **survey** to be published on **social network**

- **WINE MOOD**

Theme evenings centred on different
states of mind.

→ Ciao, ti piacerebbe sapere che tipo di vino biologico sei?

✓ 1 Hai 18 anni?

- Si
- No

✓ 2 È venerdì sera, cosa vorresti fare?

- Stare a casa sul divano = Brut
- Uscire in discoteca con gli amici = Extra dry
- Andare ad una cena tranquilla in un ristorante = Dry

✓ 3 Che personalità hai?

Forte e determinato = Vine Rosso

- Sponsoring of the survey on social networks;
- The buffet during the event;
- Decorations;
- The staff;
- Services;
- Gadgets.

COSTS

- Entrance ticket for the evening;
- Sale of wine bottles during the event;
- New customers;
- Implementation of wine sales;
- The possibility of state facilitations;
- Consolidation of the brand;
- Improvement of biological world knowledge.

BENEFITS

WINE MOOD
BIO FOOD
ENJOY YOUR LIFE



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