Engagement – Individualised benchmarking reports

- The process of setting biodiversity management targets is often not very transparent and comprehensible for stakeholders.
- Identifying meaningful targets and action plans for managing biodiversity requires an understanding of the relationships between land management and biodiversity.
- A biodiversity risk assessment framework should be able to predict outcomes of different scenarios; rigorously test and readily update the underlying data sources and assumptions; and identify prioritisation areas.

Individualised and national vineyard and winery reports are produced for Sustainable Winegrowing NZ (SWNZ) members in conjunction with the New Zealand Sustainability Dashboard project (an example is shown on the last page). Vineyards receive a range of plant protection reports along with their water use, while wineries receive individualised reports on energy and water use. These single page benchmarking reports include a mixture of infographics, tables, and graphs that benchmark how a vineyard or winery compares with regional, catchment, or other same sized operations. Messages including ticks, crosses, exclamation marks, and warnings are generated based on an individual member's performance. The reports also link to learning resources, with the intention that people will engage with these resources when they are presented with their own performance and the issue being presented is at the forefront of their mind. This Research Summary investigates SWNZ member engagement in these reports, based on an analysis of the report downloads and a member survey.

Download Rates

In the 19 months to the end of February 2018 SWNZ members downloaded 4,077 individualised reports. Of these 473 were winery reports split almost evenly between energy and water use (242 and 231 respectively). The balance (3,604) were vineyard related, either plant protection (3,175) or irrigation (429) reports.

The single largest number of downloads in a single day was 354 reports on the 9/2/2017 followed by 186 the following month on the 10/3/2017. These spikes were due to members being informed about the reports being available through an email specifically alerting them to the latest In-season Plant Protection Report. Within a week of these two email alerts 542 and 494 reports were downloaded.

In contrast when the In-season reports availability was only included in the industry newsletter just 14 and 12 reports were downloaded in the week following their release in the prior two months.

Where members are informed about the benchmarking reports becoming available there is a high level of demand for them, reflected in both the download rates and a member survey. Their availability needs to be promoted through email, as the alert is lost in a newsletter. SWNZ is very conscious of limiting the number of emails they send to members, hence the decision to alert members through the newsletter. However, the contrast in download rates between the two methods clearly points towards the need for a specific email.

Similarly, members should be alerted to the annual individualised reports (as opposed to the in-season reports) though a specific email. SWNZ are also in the process of preparing a poster with the anticipated dates when reports will be available. Other strategies include presenting to members at Grape Days in June 2018 on the availability and insights from the

benchmarking reports should further raise their profile.

In the six months to February 2018 winery engagement, in the form of reports being downloaded, has increased by over three times when compared to both the corresponding 6-month period in the previous year and the previous six-month period (Figure 2).

793 vineyards or 56% of those vineyards that supplied data have downloaded at least one report. At least one In-season Plant Protection report was downloaded by 706 vineyards, or 50% of those that supplied their data. This peaked at 39% of vineyards for the February 2016 report, although the numbers were down in 2017/18 with a peak of 31% in February 2018. Amongst the end-of-season reports the botrytis report is the most popular with 12% of vineyards downloading it, followed by the irrigation report at 9%.

Figure 2 highlights the growing interest in the benchmarking reports. It also highlights a strong interest in past performance, where wineries went back and downloaded their historical reports dating back to 2014. This shows a desire by wineries to understand their trends in resource use. The addition of a historical trend line in the 2017 Energy Reports (Figure 3) is therefore likely to increase interest. The 2018 Energy and Water use reports will both have trend lines. This also aligns with GRI 302: Energy, which requires disclosure on reductions in energy use over time

Sixty two percent of wineries have downloaded at least one benchmarking report, and 47% downloaded 2 or more (Figure 4). Having downloaded one report it is common for a winery to go back and download additional reports a few days later, reflecting well on the reports usefulness, which is also supported by the survey responses shown in Figure 5. Ninety four percent of member responses found the benchmarking helpful, 41% had discussed their reports with others,

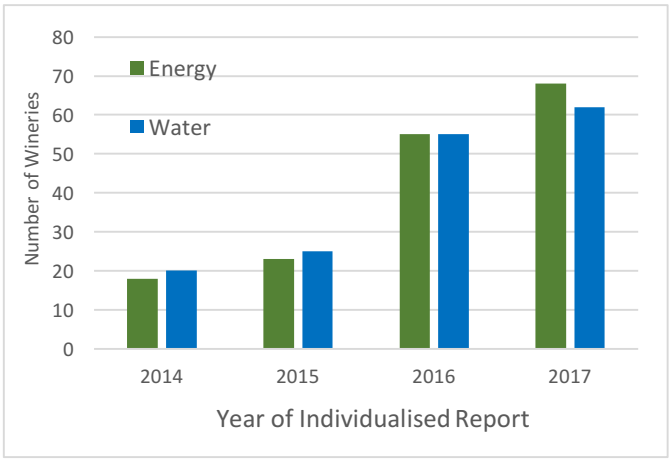

Figure 1 - Number of wineries downloading reports between August 2016 and February 2018.

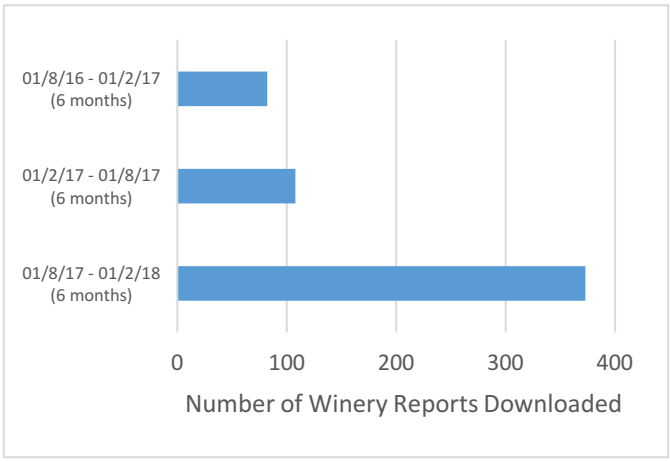

Figure 2 – Number of winery reports downloaded per six-month period since 08/16.

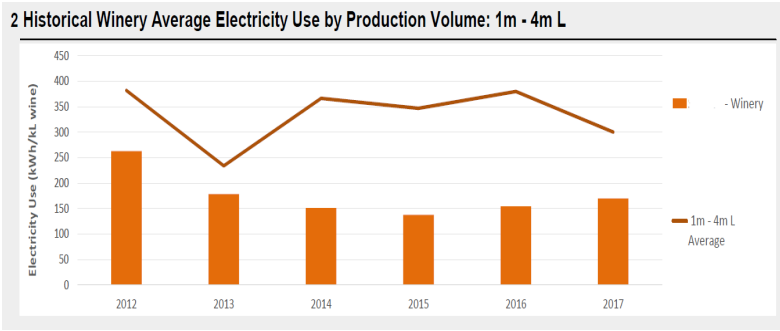

Figure 3 – Historical trend lines in the Individualised Winery Energy report.

and 26% attributed a practice change to the reports.

Key findings

- Engagement in the national and individualised benchmarking reports has grown significantly with a threefold increase in winery reports being downloaded in the six months to February 2018 when compared to both the corresponding period in 2017 and in the prior six months.
- 113 wineries (62%) have downloaded 473 reports and 793 vineyards (56% who supplied data) have downloaded 3,604 individualised benchmarking reports.
- Promotion of the reports availability through email is essential. Further promotion is planned through a wall chart, and a presentation at Grape Days 2018. A 17% drop in vineyard in-season downloads in 2018 compared to 2017 has gone against the previous growth of 160% year on year.
- One of the outcomes from the reports is to drive members to action; with 41% of surveyed members saying that they have discussed the reports with someone else and 26% attributing a practice change to the reports.

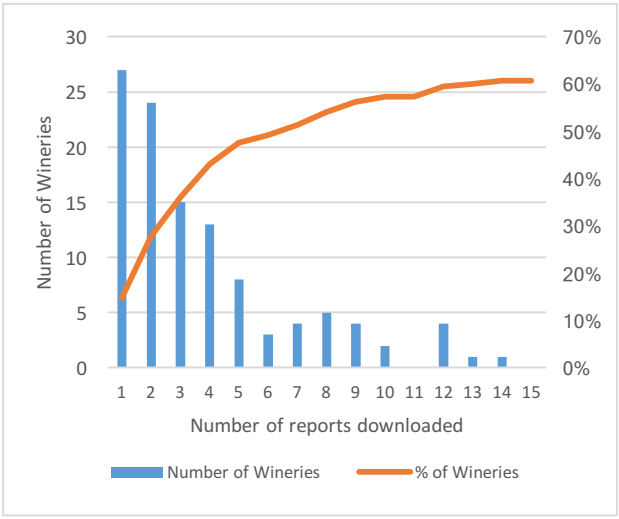

Figure 4 – The number of wineries versus the number of reports downloaded (August 2016 to February 2018).

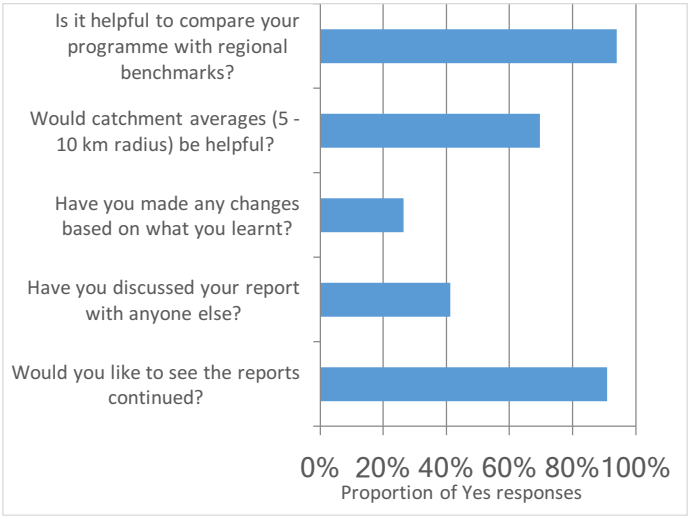

Figure 5 - Grower response to individualised benchmark reports (2016)

Contacts
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Further Information

New Zealand Sustainability Dashboard Website:
http://www.nzdashboard.org.nz/

Winery Electricity Report

Winery Summary

Vintage	2017
Winery name	Winery A
Winery ID	
Winery type	Processing with and without bottling
Winery size	1m - 4m L
Region	Marlborough

1 Quantity of Production and Electricity Use

2017 Vintage	2016 Vintage
1,503 tonnes	931 tonnes
1,159,253 litres	717,823 litres

How does this affect me?

Between 2012 and 2017 electricity use on average decreased by 23% from 260 kWh/kL wine to 200 kWh/kL across the whole industry.

Two energy efficiency action sheets are available to members. One on refrigeration and the other looking at further opportunities, like compressed air, heating, peak load etc. See http://tinyurl.com/y95zdbzb and http://tinyurl.com/y7s5y8e8

2017 Vintage		2016 Vintage
171,931	Electricity (kWh/year)	157,457
150	Electricity (kWh/kL wine)	220
530	Electricity (MJ/kL wine)	790
30	Gas [1] (MJ/kL wine)	0
570	Energy [2] (MJ/kL Wine)	-

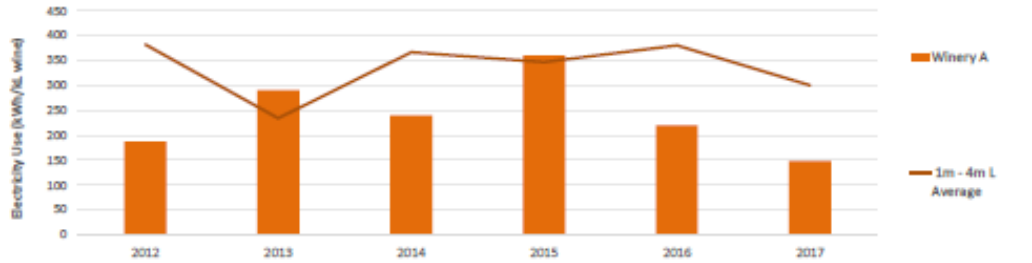
1. Gas = Natural gas plus LPG, reported in megajoules per 1,000 litres of wine
2. Energy = Electricity plus gas, reported in megajoules

Comment:
-

Electricity data entered into WISE ✓

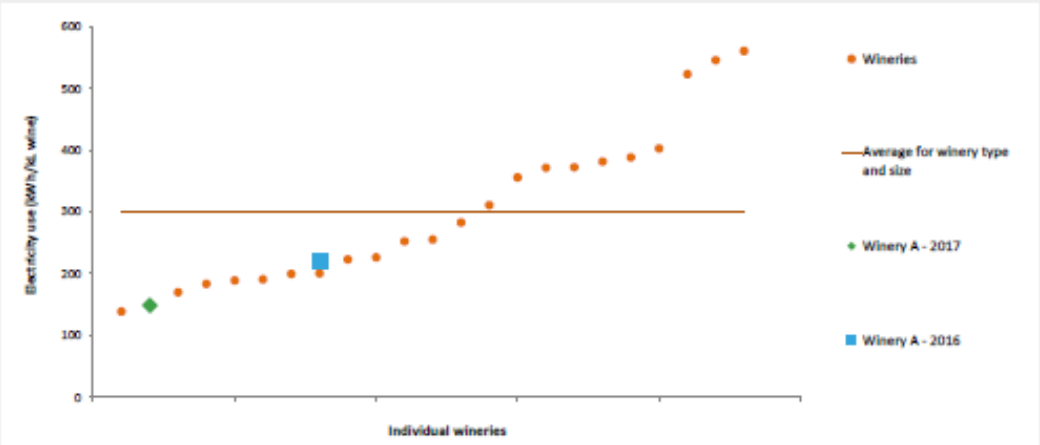
Data included in analysis ✓

2 Historical Winery Average Electricity Use by Production Volume: 1m - 4m L



3 Winery Comparisons by Production Volume: 1m - 4m L

Electricity use - Winery size 1m - 4m L wineries (kWh/kL)



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16/04/2018 Version: WineryReports2017(Example)

Creating a Sustainable Legacy

SUSTAINABLE NEW ZEALAND WINEGROWING