

IMPACT STRATEGY

ReVino

o.BACKGROUND

ReVino is a forward-looking venture committed to integrating responsible, measurable impact into its operations. With a focus on sustainable innovation, social contribution, and ethical governance, the company is aligning its internal processes with strategic development goals through this tailored impact strategy framework.

Mission statement and purpose of the company

ReVino was founded with the mission to transform two of the world's largest waste streams i.e. grape skins from winemaking and ocean-bound plastics, into a new category of eco-luxury drinkware. Our purpose is to create positive environmental and social impact by:

- Reducing waste in the wine industry by upcycling grape pomace.
- Preventing plastic pollution in oceans.
- Promoting sustainable consumption in the luxury HoReCa sector (hotels, resorts, yachts).
- Inspiring innovation in circular materials through design and storytelling.

Our mission directly contributes to SDG 12 (Responsible Consumption and Production), SDG 14 (Life Below Water), and SDG 9 (Industry, Innovation and Infrastructure).

Company's activity orientation

ReVino prioritizes purpose, people, and planet over profit in all decisions.

Main activities include:

- Development and production of food-safe, recyclable wine and champagne glasses made from a proprietary biocomposite.
- Partnerships with wineries, hotels, resorts, and yacht operators to promote sustainable luxury.
- Awareness campaigns highlighting eco-luxury as a desirable and responsible choice.
- Ongoing R&D to expand applications of our patented material.

SROI orientation: within 36 months, ReVino aims to achieve an SROI ratio of $\geq 2 : 1$, meaning every euro invested generates at least €2 in social and environmental value.

SROI goals:

- **Waste reduction**
Upcycle at least 500 tons of grape pomace and recover 200 tons of ocean-bound plastic annually by 2027.
- **Carbon savings**
Avoid at least 400 tons of CO₂ emissions per year by replacing virgin plastics with recycled polymers.
- **Economic value creation**
Generate €100,000+ added value per year from upcycled grape pomace and premium eco-luxury positioning.
- **Social value**
Create 20 new green jobs (direct and indirect) and strengthen partnerships with wineries, hotels, and resorts.
- **Awareness impact**
Reach at least 100,000 consumers annually with campaigns and storytelling on sustainable luxury.

Revenue model

ReVino has a self-sustaining revenue model based on:

- Sales of eco-luxury glasses (B2B & B2C).
- Licensing of the patented biocomposite material to industry partners.
- Co-branded collections with luxury hospitality brands.
- Grants and impact investment during the early scale-up phase.

The long-term goal is financial sustainability through product sales and licensing, reducing reliance on external funding.

Profit allocation policy

At least 51% of net profits will be reinvested in mission-driven activities:

- Scaling production capacity.
- Further R&D in sustainable biocomposites.
- Expanding partnerships with winemakers and HoReCa.
- Impact reporting and certifications.

Commitment to reinvestment will be publicly communicated and embedded into governance documents.

Protecting the structure

ReVino ensures mission protection and long-term sustainability by:

- Embedding the mission into legal documents.
- Accepting only mission-aligned investors.
- Ensuring licensing agreements protect sustainability commitments.
- Publishing annual Impact Reports to ensure transparency.
- Planning to establish a stakeholder advisory board (winemakers, hospitality partners, sustainability experts).

Implementation roadmap and commitments

To further strengthen our commitment and provide clear assurance of execution, ReVino sets the following timelines and milestones:

- **Embedding the mission into legal documents**
Timeline... within 6 months, we will update the founding documents to legally enshrine the sustainability mission.
- **Impact measurement system**
Timeline... within 12 months, we will establish an internal impact team responsible for collecting and reporting data on key indicators (grape pomace upcycled, ocean-bound plastic recovered, CO₂ emissions avoided).
- **First public Impact Report**
Timeline... within 18 months, we will publish our first annual **Impact Report**, covering environmental, social, and economic performance.
- **Third-party validation**
Timeline... within 24 months, we will engage with external certification bodies (e.g., People & Planet First, Cradle to Cradle) to verify our results.
- **Stakeholder governance**
Timeline... within 30 months, we will establish an Advisory Board including winemakers, HoReCa partners, and sustainability experts to guide strategic decisions.
- **Circularity system (take-back scheme)**
Timeline... within 36 months, we will implement a return and recycling system for ReVino glasses in at least 3 hotel chains or wine-related events.

2. SOCIETY CHALLENGE

1. DIRECT

Goal: Reduce winemaking waste (grape pomace) and prevent ocean plastic pollution by creating a new category of eco-luxury drinkware.

Activities:

- Collect and process grape pomace in collaboration with local wineries.
- Source and recycle ocean-bound plastics with certified partners.
- Run awareness campaigns promoting eco-luxury as a sustainable lifestyle choice.

Description: Helping consumers and businesses adopt circular and sustainable products in the luxury sector.

3. SDG

Goal: Contribute to measurable progress on circular economy and marine protection.

Activities:

- Define baseline data for waste reduced and plastic recovered.
- Track CO₂ savings from recycled vs virgin materials.
- Collaborate with sustainability experts to validate outcomes.

Description: Main SDG contributions: SDG 12 (Responsible Consumption), SDG 14 (Life Below Water), SDG 9 (Innovation).

21. STORY

Goal: Raise awareness of circular luxury through storytelling.

Activities:

- Develop impact stories with wineries, hotels, and resorts.
- Establish media partnerships for broader communication.
- Monitor and evaluate communication reach and engagement.

Description: Storytelling to make the environmental challenge tangible and connect it to luxury experiences.

3. SAFETY AND HEALTH

4. USERS

Goal: Ensure user safety and high-quality experience with eco-luxury glasses.

Activities:

- Validate “sommelier-approved” functional properties (taste neutrality, aroma preservation, form).
- Collaborate with experts and users for feedback.

Description: Guaranteeing that the product is safe, certified, and enhances the wine experience.

5. RESPONSIBILITY AND SUSTAINABILITY

2. ENERGY, 3. WATER, 4. LOW CARBON, 5. CHEMICALS, 6. WASTE

Goal: Define and achieve measurable impact in reducing environmental footprint.

Activities:

- Use renewable energy suppliers where possible.
- Prioritize recycled polymers with certified low carbon footprint.
- Implement strict chemical management in production (BPA-free, food-safe additives only).
- Minimize waste and ensure recyclability of all products.

Description: Building a low-carbon, responsible production system for sustainable luxury.

10. CIRCULAR

Goal: Implement circular practices across operations.

Activities:

- Introduce closed-loop recycling for defective or returned glasses.
- Educate consumers and partners on recyclability and sustainable disposal.
- Pilot take-back schemes with hotels and resorts.

Description: Ensuring that every glass can re-enter the production cycle (100% recyclable).

6. IMPACT USER

4. CO-CREATION, 5. CONTRIBUTION, 6. SOURCING

Goal: Co-create and validate solutions with key stakeholders.

Activities:

- Define KPIs with winemakers and hospitality partners.
- Launch pilot collections and gather feedback.
- Adjust production and design based on co-creation outcomes.

Description: Ensuring stakeholder-driven development and continuous improvement.

8. DIGITALISATION

4. TOOL

Goal: Use digital tools to scale impact measurement and customer engagement.

Activities:

- Develop digital dashboards to track waste reduction and CO₂ savings.
- Provide QR codes on products linking to origin stories (pomace source, plastic recovered).
- Implement blockchain traceability for material sourcing (future).

Description: Technology as a transparency and education tool in eco-luxury.

9. HIGH-IMPACT

1. ROOTEDNESS

Goal: Strong rootedness in wine regions and coastal communities.

Activities:

- Maintain partnerships with local wineries and regional associations.
- Build collaborations with marine NGOs and recycling initiatives.
- Expand rootedness internationally by working with wine regions abroad.

Description: Anchoring ReVino in local ecosystems while scaling globally.

4. IMPACT PARTNERSHIPS

Goal: Build strong impact partnerships.

Activities:

- Strengthen activities with sustainability experts and certification bodies.
- Create a partner network across wineries, hospitality, and design.
- Develop a structured plan for scaling impact through collaborations.

Description: Partnerships amplify environmental and social impact of ReVino.

10. LOCAL IMPACT

1. COMMUNITY

Goal: Define and reach measurable 36-month targets for local impact.

Activities:

- Organize workshops with wineries on circular economy.
- Run awareness programs in coastal communities about ocean plastic.
- Co-host sustainability events with hotels and resorts.

Description: Strengthening local innovation ecosystems and community awareness.

2. LOCAL PARTNERSHIP

Goal: Build local partnerships for testing and piloting.

Activities:

- Work with wineries to pilot first eco-luxury glasses.
- Collaborate with chefs, sommeliers, and hospitality operators.
- Design pilot programs in tourism hotspots (wine festivals, luxury resorts).

Description: Joint projects with local stakeholders to validate impact and create demand.

11. UNDERSERVED

1. INCLUSION, 2. CLARITY

Goal: Ensure inclusion of underserved and vulnerable groups.

Activities:

- Provide subsidised or discounted access to eco-luxury glasses for community initiatives (e.g., small wineries, educational projects).
- Develop inclusive communication materials accessible to diverse audiences.
- Partner with NGOs and sustainability networks to reach vulnerable groups.

Description: Underserved include smaller winemakers and coastal communities affected by plastic waste.

4. ADJUSTMENT

Goal: Enable access to sustainable products at affordable conditions.

Activities:

- Develop special pricing models for small wineries and local events.
- Plan donation or sponsorship programs for awareness projects.

- Define priority underserved groups and beneficiaries.

Description: Providing eco-luxury glasses and awareness activities at flexible or reduced cost to maximise inclusion.

12. IMPACT ECONOMY

1. LEGAL FORM, 2. ETHICAL FINANCES

Goal: Establish and operate as a company based on ethical finances.

Activities:

- Establish legal form aligned with sustainability mission.
- Build readiness for impact investment.
- Secure ethical investors and sustainability-focused grants.

Description: ReVino is structured as an LLC with a commitment to ethical financing and sustainability-driven ownership.

13. FAIRTRADE, 14. ACTION

Goal: Strategic strengthening of fair and responsible practices.

Activities:

- Apply fair trade and ethical sourcing principles to suppliers and partners.
- Engage in community environmental actions (e.g., coastal clean-ups, winery waste reduction projects).
- Offer free awareness materials on circular economy and eco-luxury.

Description: ReVino commits to fair practices, community engagement, and sustainability awareness actions.

13. IMPACT MANAGEMENT

1. INDICATORS

Goal: Implement self-regulated impact management for selected indicators.

Activities:

- Appoint an impact management team.
- Define methods for data collection and impact measurement (waste reduced, plastic recovered, CO₂ saved).

- Communicate results to stakeholders.

Description: Systematic impact management to track and maximise environmental and social outcomes.

14. VERIFICATION

1. SELF-REGULATION

Goal: Adopt the Impact Strategy as a core document for self-regulation.

Activities:

- Appoint responsible team members for impact monitoring.
- Collaborate with external experts for impact maximisation.
- Ensure regular reporting and stakeholder communication.

Description: Embedding impact strategy as part of company self-regulation and governance.

4. IMPACT SCHEMES

Goal: Achieve People and Planet First Certification.

Activities:

- Apply for Good Market verification.
- Obtain the PPF certificate and integrate its framework.
- Renew certification annually and communicate progress.

Description: People & Planet First scheme ensures long-term credibility and external validation.

5. OTHER SCHEMES

Goal: Explore additional certifications and standards relevant to sustainability and eco-luxury.

Activities:

- Research environmental and circular economy certifications (e.g., Cradle to Cradle, EU Ecolabel).
- Define priorities and benefits of certification.
- Prepare and apply for selected certifications.

Description: Continuous exploration of relevant certifications to strengthen market credibility and customer trust.

15. CONSOLIDATED IMPACT TABLE – ReVino

Indicator	Main Goal	Quantification	Key Activities	Measurement Method
2.1 – Direct	Reduce winemaking waste & prevent ocean plastic pollution	500 tons grape pomace and 200 tons plastic recovered annually by 2027	Collect pomace with wineries; source ocean-bound plastic; awareness campaigns	Supplier contracts; recycling certificates; production records
2.3 – SDG	Contribute to SDG 12 & 14 through measurable outcomes	≥700 tons waste diverted from landfill/oceans by 2027	Track waste processed; calculate CO ₂ savings; third-party validation	Annual impact report; LCA data
2.5 – Story	Raise awareness of eco-luxury & circular design	100 impact stories; 1M media reach by 2027	Impact storytelling with wineries, hotels; media partnerships	Media monitoring; content analysis
4.3 – Users	Ensure sommelier-approved quality & food safety	3 accredited lab certifications & 5 expert panels by 2026	EU 10/2011 compliance testing; sensory evaluation; expert validation	Test certificates; expert reports
5.2 Sustainability	Reduce production footprint	≥25% lower CO ₂ emissions vs virgin plastics by 2027	Use recycled polymers; renewable energy suppliers; eco-design	Carbon audits; supplier reports
5.5 – Circular	Implement full circularity	100% recyclability of products by 2027	Take-back schemes; closed-loop recycling; customer education	Return rates; recycling contracts
7.3 – Co-creation	Strengthen stakeholder co-creation	≥10 pilot collections co-created with partners by 2027	Feedback loops; winery & hotel pilots; co-design workshops	Documented outputs; partner feedback
8.4 – Tool	Use digital tools for transparency	QR traceability on 100% of products by 2026	Develop dashboards; integrate QR codes; blockchain traceability	Product scans; analytics dashboards

Indicator	Main Goal	Quantification	Key Activities	Measurement Method
9.1 Rootedness	Deepen ties with wine regions & coastal communities	5 long-term partnerships by 2027	Winery partnerships; NGO collaborations; coastal projects	Partnership MoUs; feedback surveys
9.4 – Impact Partnerships	Build global impact network	10 new partnerships by 2027	Partner mapping; structured collaboration plan	Partnership agreements
10.1 Community	Local community engagement	≥2,000 participants in workshops/events by 2027	Organize winery & coastal workshops; eco-luxury events	Attendance logs; surveys
10.3 – Local Partnership	Pilot eco-luxury in tourism & hospitality	3 pilot programs with hotels/resorts by 2026	Co-branding pilots; festival showcases; sommeliers	Pilot evaluations; partner reports
11.1 – Inclusion	Include underserved groups	≥500 small winemakers/coastal beneficiaries by 2027	Subsidised access; NGO partnerships; inclusive campaigns	Inclusion statistics; NGO reports
11.3 Adjustment	Provide affordable models for smaller partners	≥3 reduced-cost programs by 2027	Special pricing; sponsorships; donations	Pricing audits; participation data
12.1 Legal/Ethical	Ethical financing & governance	≥2 ethical finance partners by 2026	Secure impact investors; embed mission in bylaws	Legal docs; investor agreements
12.5 Fairtrade/Action	Fair practices & community actions	≥3 environmental actions/year	Coastal clean-ups; fair supplier policy; free awareness guides	Event logs; supplier audits
12.2 – Revenue	Achieve financial sustainability	≥75% costs covered by revenue by 2027	Sales growth; licensing agreements; grant leverage	Financial reports; cost coverage analysis
13.1 – Indicators	Systematic impact management	Full system in 24 months	Appoint impact team; define metrics; report annually	Annual impact reports; dashboards

Indicator	Main Goal	Quantification	Key Activities	Measurement Method
14.1 – Self-regulation	Use impact strategy as governance tool	Annual adoption & review	Assign team; external expert input	Internal audits; external reviews
14.4 – Impact Schemes	Obtain People & Planet First certification	Certification by 2026	Apply & integrate PPF; annual renewal	Certificate awarded
14.5 – Other Schemes	Explore additional certifications	≥2 by 2027	Research standards (Cradle to Cradle, Ecolabel); apply	Certification outcomes

16. PEOPLE AND PLANET FIRST VERIFICATION CHECK – ReVino

Criteria	1 pt	2 pt	3 pt	4 pt	Project Score	Justification
1. PURPOSE	Publicly communicated	Embedded in documents	Impact monitoring/reporting defined	Purpose solves societal problem	4 pt	Mission clearly addresses two global environmental problems: grape pomace waste and ocean plastic pollution. Purpose is publicly communicated through website, presentations, and marketing. It directly contributes to SDG 12 and SDG 14.
2. OPERATIONS	Beyond legal minimum	Metrics/KPIs defined	Public reporting	Third-party verified	3 pt	Indicators and KPIs defined (tons of pomace reused, plastic recovered, CO ₂

Criteria	1 pt	2 pt	3 pt	4 pt	Project Score	Justification
						avoided, partnerships created). Plans to publish an annual Impact Report. Third-party verification not yet implemented.
						Current revenues are at early stage; sales and licensing negotiations are ongoing. Grants and investments are still important, but a clear plan exists to reach full cost coverage through sales and licensing within 3–5 years.
3. REVENUE	Exists	50–75% costs covered	76–99% costs covered	100%+ costs covered	2 pt	Clear public commitment to reinvest at least 51% of surplus into mission-driven activities (R&D, scaling production, sustainability). Reporting mechanisms under development to strengthen transparency.
4. SURPLUS	Public commitment	Reinvested in practice	Mandated reinvestment	Public reporting	3 pt	

Criteria	1 pt	2 pt	3 pt	4 pt	Project Score	Justification
5. STRUCTURE	Public mission commitment	Partial legal protection	Full legal lock	Stakeholder governance	2 pt	Currently LLC with strong mission focus. Legal structure partially locks in mission, but stakeholder governance not yet fully established. Advisory board with wineries, hospitality partners, and sustainability experts is planned.

Overall score

- Purpose: 4
- Operations: 3
- Revenue: 2
- Surplus: 3
- Structure: 2

Total = 14 pts → Average 2.8

Good market scoring (self-assessment)

- **Purpose:** 4 pt → Mission is clearly to address environmental waste and promote sustainable luxury; purpose communicated via brand, patent, and materials.
- **Operations:** 3 pt → Metrics defined (kg pomace upcycled, kg plastic prevented, CO₂ saved, partnerships created). Impact reporting planned; third-party verification in preparation.
- **Revenue:** 2 pt → Currently pre-revenue; initial sales and licensing negotiations underway. Plan for diversification and sustainability within 3–5 years.
- **Surplus:** 3 pt → Public commitment to reinvest >51% into mission activities; mechanisms to strengthen reporting are in development.
- **Structure:** 2 pt → Mission commitment in place; partial legal protection of purpose; stakeholder governance not yet established (planned advisory board).

Total Score = 14 pts → Average 2.8

ReVino is positioned between developed and advanced in terms of social impact maturity, with strongest performance in Purpose and Operations, while Revenue and Structure will strengthen as the company scales.