

SROI – ReVino

Positive impacts of ReVino (impact areas)

Environmental impact:

- Reduction of wine industry waste (grape pomace).
- Prevention of marine pollution (ocean-bound plastic).
- Lower use of fossil fuels and virgin plastics.
- 100% recyclability of the material → circular economy.

Social impact:

- Raising awareness of sustainable consumption in the luxury segment.
- Increasing demand for sustainable products in the HoReCa industry (hotels, resorts, yachts).
- Potential creation of new jobs in green technologies.
- Strengthening the reputation of wine regions as innovators.

Economic impact:

- New added value from wine industry by-products (pomace).
- Cost savings for winemakers who would otherwise dispose of pomace.
- Positioning within the eco-luxury segment → higher margins.
- Licensing opportunities for the technology and global scaling.

METRICS

Environmental:

- kg/tons of grape pomace processed (instead of waste).
- kg of plastic prevented from entering the oceans.
- CO₂ emissions avoided by using recycled polymers instead of virgin plastics.

Social:

- Number of partnerships with winemakers, hotels, resorts.
- % of consumers recognizing ReVino as a sustainable alternative (surveys).
- Number of green jobs created (direct and indirect).

Economic:

- Added value from pomace (€ per ton).
- Revenue growth in the eco-luxury drinkware segment.
- Number of licensing partnerships.

Assumptions for SROI:

- Average amount of grape pomace per 1 liter of wine ($\approx 0.25\text{--}0.30$ kg/l).
- Average cost of pomace disposal (expense for winemakers).
- Emission factors of plastic (CO₂ savings from recycled vs. virgin plastic).
- Market value of the eco-luxury segment (premium margins).
- Social multiplier (e.g. value of awareness raising, certification).

ReVino – Draft SROI model

1. Inputs (investment)

- Development and launch costs (e.g. R&D, production, marketing): €1,000,000

2. Positive Impacts (outputs & outcomes)

Environmental impacts:

- Processed grape pomace: 500 tons / year

→ cost savings for winemakers $\approx$ €50,000 (€100/ton)

- Ocean-bound plastic prevented: 200 tons / year

→ economic value of pollution avoided (EU studies: €2,500/ton) $\approx$ €500,000

- CO₂ savings: 400 tons / year

→ social value (€50/ton CO₂) $\approx$ €20,000

Social impacts:

- New jobs (direct and indirect): 20

→ average social value per job (€40,000 / year) $\approx$ €800,000

- Awareness & behavior change (eco-luxury effect): 100,000 consumers reached through brand campaigns

→ conservative value (€2/person as “social awareness value”) $\approx$ €200,000

Economic impacts:

- New added value from pomace (upcycling): 500 tons $\times$ €200/ton $\approx$ €100,000

- Premium margin due to eco-luxury positioning: approx. +20% compared to conventional materials → annually $\approx$ €300,000

3. Total estimated social & environmental value = €1,970,000 (per year)

4. SROI Ratio

With an investment of €1,000,000, SROI = 1.97 : 1

For every euro invested, ReVino generates almost €2 in social and environmental value.