



A Sustainability Strategy Uncorked

Sancroft's work for The Wine Society

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At a glance

- The Wine Society approached us in late 2020 to help them develop an ambitious sustainability strategy, one that would show genuine action, respond to the growing environmental, climate and social risks in the wine sector and help future-proof the organisation for current and future members.
- We delivered a 3-stage strategy programme in which we: conducted a review of their existing work and the ambitions of the business and its members; created a prioritised roadmap to enable them to deliver against their sustainability goals; and developed a sustainability narrative to showcase their current and future progress.
- The Wine Society received an overwhelmingly positive response to their sustainability launch, in July 2022, both from the industry and their members.



The brief

According to research conducted in August 2021 by the Bordeaux Index, three quarters (73%) of people reported spending more on fine wine than at the start of the March 2020 lockdown. However, in the same time frame we saw public scrutiny of sustainable and ethical practices within the food and beverage sector grow exponentially.

The Wine Society approached us in late 2020 to help them develop an ambitious sustainability strategy, one that would show genuine action, respond to the growing environmental, climate and social risks in the wine sector and help future-proof the organisation for current and future members. The Wine Society also wanted to ensure it had strong sustainability credentials to attract new members who increasingly care about how businesses are taking care of people and the planet.

The Wine Society wanted to respond positively to its members and suppliers by developing a sustainability strategy that would bring together all the good work already being done, set ambitious goals, and outline a leading sustainability story. It was vital that this strategy integrate environmental, climate, and social considerations into The Society's core principles and operations so that they could continue to do the right thing for members, suppliers, and staff.

“With Sancroft’s help we were able to produce a sustainability strategy that clearly and effectively demonstrated our ambition and commitment as a Society to our members, our people, and the planet.”

Dom de Ville

Director of Sustainability and Social Impact
The Wine Society

The response

Sancroft assembled a dedicated team to deliver our 3-stage strategy programme. Our discovery phase consisted of:

- Identifying and pulling together all the good work already being undertaken by The Wine Society and benchmarking this against the market and the expectations of members, suppliers, and staff.
- Conducting a PESTLE analysis (Political, Economic, Sociological, Technological, Legal and Environmental) on the surfaced information to identify the key ESG risks and opportunities that The Wine Society were exposed to.

The prioritisation and roadmap development phase saw us conducting a series of workshops with key stakeholders to:

- Prioritise focus areas and develop sustainability commitments and targets – that aligned with, and supported, The Wine Society's business goals.
- Develop a coordinated and tangible set of actions that The Wine Society could implement to achieve their short- and long-term commitments and targets – including required monitoring, reporting and governance mechanisms.

Finally, in the communications phase, we worked with The Wine Society to develop a narrative to support the communication of their roadmap to both external and internal stakeholders. This consisted of providing support with the drafting of the:

- Sustainability section of their [2021/2022 Annual Review](#),
- Sustainability section of their [website](#),
- Internal strategy document.

The impact

Sancroft's deep understanding of the ESG landscape and extensive experience providing services tailored to a firm's ambitions and culture meant that we were able to work closely with The Wine Society as a trusted advisor throughout the development of their sustainability strategy. Our pragmatic and practical focus on creating meaningful change in business, and for business, meant that we never lost sight of the great quality wines that sat at the heart of the strategy.

On 11th July 2022, The Wine Society held their Annual General Meeting following the release of their 2021/2022 Annual Review and the update of their website. Sustainability was top of mind with many members demonstrating deep knowledge and passion across topics such as alternative packaging formats, sustainable logistics, climate change, and biodiversity. Ultimately, The Wine Society received an overwhelmingly positive response to their sustainability launch both from the industry and their members.

The Society have since made progress on developing a baseline for their carbon footprint and packaging, as well as building out a team to support their Director of Sustainability and Social Impact, including leads on product (wine), people, and operations. The next step for The Wine Society is to finalise their responsible sourcing strategy and take initial steps to prepare for their community targets.

The Wine Society are committed to continuing their sustainability journey with the goal of being carbon net-zero across both their business and supply chain by the end of 2040. We look forward to continuing to support them on their journey.

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We were delighted that Sancroft took the time to get to know our organisation so that they could accurately identify the specific opportunities and risks we were exposed to. The result was an achievable but ambitious roadmap.

Dom de Ville

Director of Sustainability and Social Impact at The Wine Society

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Sancroft is your trusted partner

For over 25 years, Sancroft has focused exclusively on advising corporations and financial services firms on sustainability. Our broad client portfolio gives us a unique and deep perspective on the spectrum of business value and investment cycle. Our trusted expertise supports forward-looking businesses to simplify, prioritise and accelerate action towards a sustainable future.



Sancroft is proud to have been recognised with an EcoVadis Gold Rating (2022), winner of the Real Deals ESG Consultancy Award 2022, and by the Drawdown Private Equity Service Provider Award (winner 2020, shortlisted, 2021 and 2022).

We are committed to sharing our knowledge and experience with others. Read [Sancroft's insights](#) on sustainable business.

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