



S O G R A P E

DOURO WINE-TOURISM ENGAGING CONSUMERS IN NATURE CONSERVATION STEWARDSHIP - an immersive biodiversity experience -

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THE PLACE



QUINTA DO SEIXO

Douro Wine Region, Portugal

110-ha property, 70-ha vineyard

30% non-vineyard area

Certified as Integrated Production
since 2000



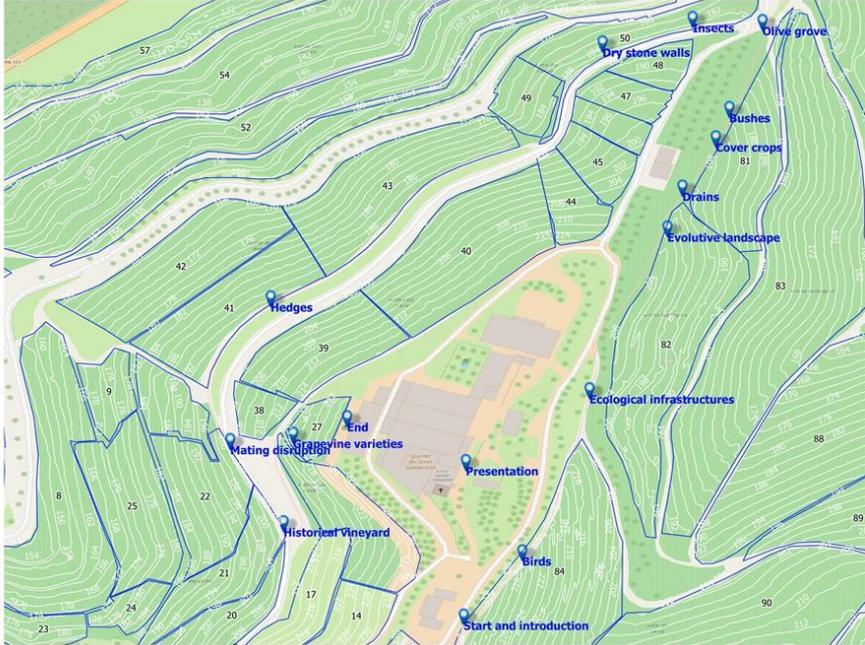


- Ecological corridors with wild pollinator-hosting shrubs
- Arthropod diversity
- Cover cropping systems to reduce herbicides
- Ecological infrastructures
 - Dry-stone walls
 - Orchards and olive groves
 - Hedges of native shrub species
 - Wild shrubland conservation
 - Maintenance of slope waterlines
- Pheromones instead of insecticides (*Lobesia* control)



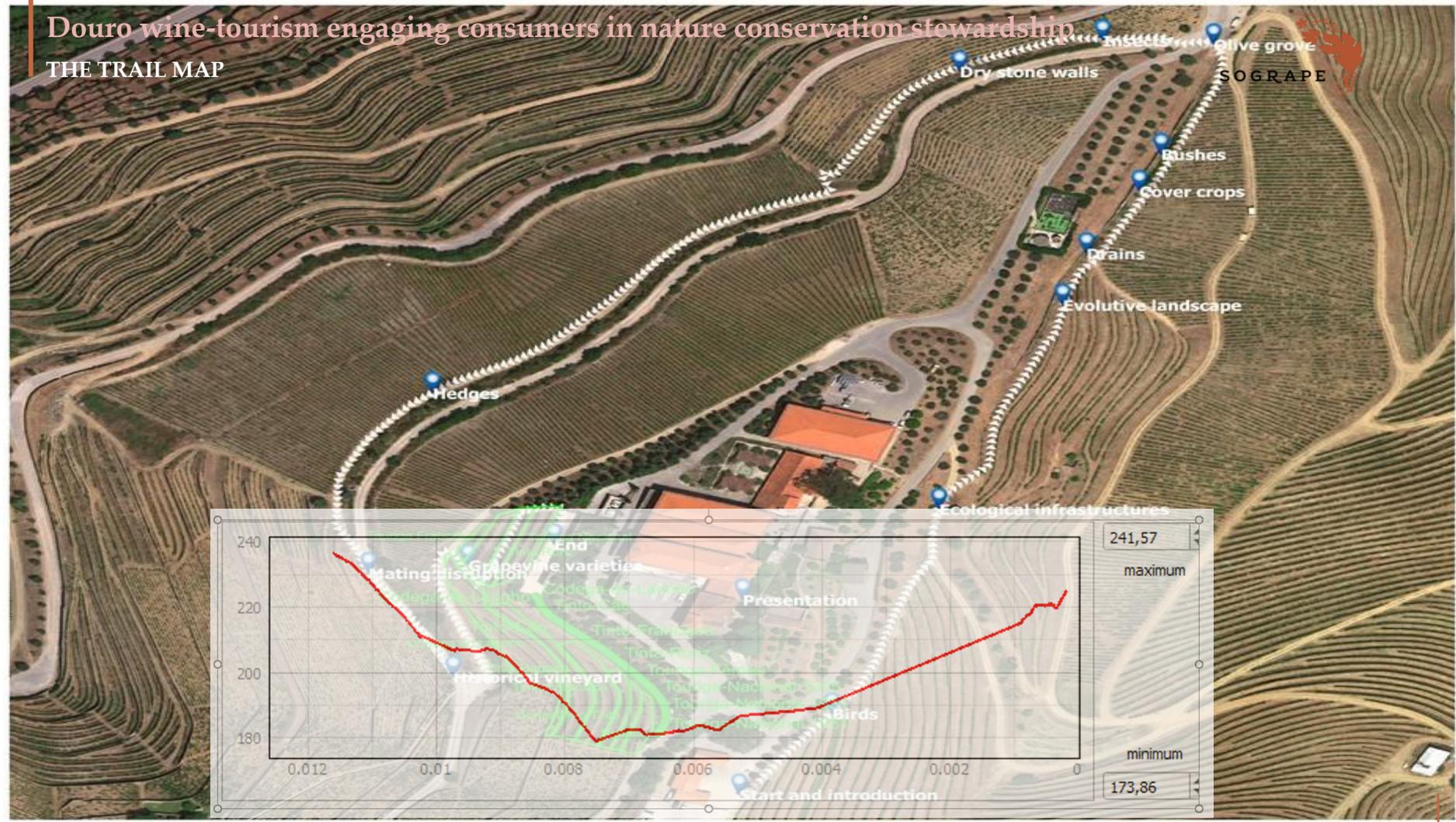
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HOW WE DID IT



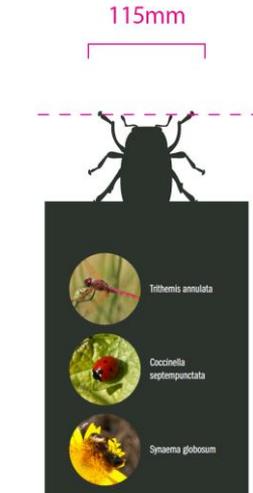
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THE TRAIL MAP



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THE TRAIL TOTEMS



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THE EXPERIENCE OF BIODIVERSITY IN NATURE



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THE EXPERIENCE OF BIODIVERSITY IN WINE



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SUSTAINABLE BUSINESS

WINE TOURISM = SUSTAINABLE TOURISM

MULTISENSORY EXPERIENCE = LASTING MEMORY

Culture

Fun

Traditions

Learning

Know-how

Happiness

Landscape

Empowerment (self-guidance)

Communities

Responsible consumption

The infographic features a central orange box with the text "Ensure sustainable consumption and production patterns" and the SDG 12 icon (a circular arrow with the number 12). Above this box is the United Nations logo and the text "The United Nations". Below the box is a circular graphic with various icons (a bear, a ladybug, a bird, a banana, a leaf) and the text "Cultural & Spiritual Benefits" on the left and "Ecological Benefits" on the right. The background of the infographic includes the text "Knowledge & Health & Biological".

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REVERSING BIODIVERSITY LOSS TO ACHIEVE A NATURE-POSITIVE WORLD



At COP15, Business for Nature calls on Parties to...

CREATING A POSITIVE FEEDBACK LOOP



7 - 19 December 2022

2020 UN BIODIVERSITY CONFERENCE
COP 15 - CP/MOP10-NP/MOP4
Ecological Civilization-Building a Shared Future for All Life on Earth
KUNMING - MONTREAL

www.cbd.int/cop15

#COP15





CAVITA

Thank you



SOGRAPE

