

APPLICATION OF GIESCO "BIO - METAETHICS" CHARTER IN PRACTICE: THE "DIRECT" INVOLVEMENT OF VINE GROWER, WINEMAKER, SOCIETY

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Abstract:

On the basis of a **direct** agreement between the GiESCO and the vine grower, the winemaker and the consumers (individual; company; public or private organizations), the communication on the content of the charter can be done as follows:

- *Commitment to respect the basic rules of the GiESCO "BIO - MetaEthics" charter.*

1/ Put Mankind in the depth of all concerns in a universal context: (grower, consumer, citizen, work valuing, education, security)

2/ Insure minimum impact on environment by optimizing cultivation technics: (maximum of natural biodegradable products, friendly practices, short channels, renewable energies, terroir sustainability)

3/ Warrant transparency and evaluation of all operations: (traceability of the production line, complete analyses of the products, use of secure scientific methods, wide communication)

- *Specific choices made by the vine grower, the winemaker and the consumer (individual; company; public or private organizations) respecting the basic rules.*

A precise **example** is taken in North - East of Italy where activities were conducted in a farm located both in the hillside in the well-known 'terroir' of Prosecco area, and in the flat area, and differently managed according to the location.

It has been verified with successful application, that this "Charter of Direct Sustainability BIO – MetaEthics" can be used anywhere, in conventional or otherwise certified companies (for example: "Organic", "VIVA", ...), in which the producers want to "certify" their particular characteristics such as:

1-the use of original, innovative, sustainable technics referring to 4.1C guide:

1.1-training systems and winter pruning systems such as: "Prosecco of Prosecco 4.1 C", "Prosecco of Cartizze 4.1C", "Prosecco-Latnik 4.1C", which, among other things, allow not to be damaged by wild boar, roe deer, deer, birds, ... and this without altering natural life;

1.2-management of the soil, of the grass, of the plant for example: 1.2.1-completely replacing chemical weeding with perennial grasses without mowing or mowing the grass, but only when and where objectively "4.1C" this cannot be avoided, 1.2.2-eliminating or drastically reducing interventions on the ground and on the plant such as shoot positioning, topping and edging, for example in companies certified by known Italian certifications that do not include these aspects, 1.2.3-setting a phytosanitary defense applicable anywhere, also, in populated areas;

2-valuing and further personalizing the existing certifications, for example by certifying "GiESCO BIO - MetaEthics" insisting on the use of resistant varieties and the absence of copper residues in companies already certified "Organic".

Obviously, the "Charter of Direct Sustainability BIO – MetaEthics" of the GiESCO fits the "Direct 4.1C Certification" and also the relative "Direct Guarantee 4.1C": technical, economic, environmental, social, existential, ethical.

Keywords: sustainability 4.1CC, new direct certification 4.1CC

1. Introduction.

LOGO®
"International
Project ... "



in the hillside



in the flat area



in the more famous
Prosecco DOCG area;



... of respect and protection "BIO-MetaEthics Sustainability 4.1CC" (also well to be psycho-physical):

of the historical centers:



of the inhabitants:



of the fauna:



of the flora:



of the bird:



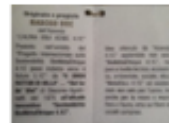
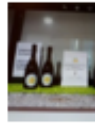
... These realities having respected the norms related to the protocol on the "Universal Holistic Sustainability BIOMétaÉthique 4.1C", can boast of the patented logo under "Activities, productions, Products, Company, Brend, Parks, Villages, Citadel, Landscapes, Districts, Territories, BIOMétaÉthique 4.1CC".

Activity

Vineyard

Winery and bottles

Company
Vine and Wine



Park

Landscape

OTHER: ex. radicchio di Treviso

Productions
and products

Industry

Bio MetaEthics
Distretto 4.1C



The philosophy, the methodology, the algorithm on "Direct BIOMétaÉthique Sustainability 4.1CC" GiESCO, as well as the application results, are exhibited in other works sent to this "21st GiESCO Meeting in Thessaloniki-Greece". (Carbonneau and Cargnello see GiESCO 2019; Cargnello, Carbonneau and Col., see GiESCO 2019, Boatto and Coll. See GiESCO 2019).

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