



**Funded by  
the European Union**  
NextGenerationEU

**PROGRAMMA SUSTAINWINE, PNRR M2C1 - I3.4 fondi NGEU**

**SUPPLY CHAIN AGREEMENT FIFTH CALL FOR PROPOSALS  
– REVOLVING FUND FOR SUPPLY CHAIN AGREEMENTS (FCF)**

*Project by ORNELLAIA E MASSETO SOC. AGR - CUP B15B21005780001*

**1. SUSTAINWINE supply chain programme**

Ornellaia E Masseto Soc. Agr takes part in the SUSTAINWINE supply chain programme, an initiative promoted as part of *PNRR – Missione 2, Componente 1, Investimento 3.4, Fondi NGEU – Fondo Rotativo Contratti di Filiera (FCF)*.

Financed by the European Union – NextGenerationEU, the programme was created to encourage collaboration among companies in Italy's quality wine supply chain (DOC, DOCG, IGT and organic), promoting the industry's ecological and digital transition.

By sharing strategies and goals, SUSTAINWINE helps to improve the competitiveness of the supply chain, reduce environmental impact and strengthen the role of agricultural enterprises in the sustainable innovation process.

**2. The project by Ornellaia E Masseto Soc. Agr**

The project by Ornellaia E Masseto Soc. Agr fully supports the objectives of SUSTAINWINE through a development plan aimed at supporting the wine supply chain's dual green and digital transition. The company's goal is to promote sustainable, efficient production that respects natural resources, while improving the quality and competitiveness of its wines on the market.

The action plan includes synergistic measures at the production, structural and promotional levels, all focused on sustainability and innovation.

**Primary production (TAB 1A)**

**Building the "Botro alle Macine" Agricultural Centre:** The project involves the reconstruction of a rural building to create a modern logistics hub dedicated to vehicle storage, maintenance operations and staff welfare. The facility will be built using environmentally sustainable materials and state-of-the-art thermal insulation in order to minimize environmental impact and optimize the estate's operational efficiency.

**Photovoltaic system:** Photovoltaic panels will be installed on the roof of the new agricultural centre to support energy self-consumption. The system, equipped with storage batteries, will provide the energy supply required for the entire production process.

**Rainwater harvesting tank:** The installation of the tank optimizes the use of water resources by reducing the withdrawal of drinking water and preventing waste. The system improves the company's resilience to drought, while limiting soil erosion and the pollution of surface waterways.

### **Promotion and communication (TAB 3A)**

- Publication of scientific articles and organization of a digital workshop to share best practices in sustainability and innovation with the technical-scientific community and consumers. The promotional activities will highlight European quality schemes (PDO, PGI, Organic) and the connection between wine, research and the local territory.

Through the **SUSTAINWINE** project, Ornellaia e Masseto Soc. Agr reinforces its commitment to **innovative and responsible winemaking**, combining tradition, research and technology. A pathway supported by **PNRR – M2C1 – I3.4, Fondi NGEU, Revolving Fund for Supply Chain Agreements (FCF)**, as part of the **initiative financed by the European Union – NextGenerationEU**.

### **Overview of investments**

	<b>Amount financed</b>	<b>Capital grant</b>	<b>Soft loan</b>
<b>TAB 1A</b>	1,454,120.80 €	357,949.00 €	0.00 €
<b>TAB 3A</b>	11,675.40 €	6,699.00 €	0.00 €
<b>TOTAL</b>	1,465,796.20 €	364,648.00 €	0.00 €

**\*\*\* Initiative financed by the European Union – NextGenerationEU \*\*\***