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NAPA GREEN CERTIFIED WINERIES

Climate Smart, Community Smart, Business Smart

“Wine producers can lead by showing the world what a low-carbon high life – a good life that is compatible with a sustainable environment – looks like.” -Dr. Kim Nicholas

Whole System: At Napa Green we believe it is critical to take a whole system approach to being a sustainable and climate smart business. We’ve developed the [Six Pillars of Sustainable Winegrowing Leadership](#) as guidance and a filter to evaluate if a business or organization is taking a truly comprehensive approach to climate smart leadership. It is not enough to say you recycle and have solar and, voila, you’re sustainable, especially as consumers become increasingly [wary of greenwashing](#).

Napa Green Winery members implement >140 leading practices. Some of these are established industry best practices, so no one is starting from the ground floor. Critically, Napa Green Wineries track their performance, to ensure these practices are achieving real results and continuing improvement over time.

The Napa Green Winery standards have six key elements.

- Social Justice, Diversity & Inclusion
- Energy Efficiency
- Water Efficiency
- Supply Chain & Waste Prevention
- Climate Action
- Leadership & Sustainability Engagement

Cutting Emissions: When many people think about sustainability and regenerative agriculture they may not think past the farm to production and distribution. At Napa Green, we aim to help the community and customers think from soil to bottle, from the vineyard through production, to when the bottle reaches the table. On average, anywhere from 40-60% of vineyard and winery emissions are from packaging and distribution alone. As a part of your Napa Green Winery certification we’ll do a Scope 1 & 2 emissions review (direct onsite energy use, and purchased off-site energy). Even if you can’t take the leap to a much more complex accounting of Scope 3 emissions (namely supply chain) we already know some of the greatest opportunities for climate action leadership lie in lighter weight packaging and environmentally preferable purchasing and delivery decisions.

Cost Savings: Some of the greatest opportunities for significant cost savings are in the winery, by dialing in energy and water efficiency through improved awareness, monitoring, and maintenance. Take for example two wineries we worked with both making ~25,000 cases of wine. One was using 28 kWh/case of electricity, and the other

was using 8 kWh/case of electricity. That energy delta of 20 kWh/case amounts to an annual cost savings of >\$150,000 for the more efficient winery. That is not to say that every facility and operation can have the same efficiencies, but baselining resource use against your peers and taking advantage of savings opportunities can have a significant payback.

Storytelling: The wine community is at the peak of the agricultural pyramid, making one of the highest value agricultural crops. We have the incredibly rare opportunity to sit down with customers, walk them through the vineyards, share personal stories, and build an emotional tie to wines, creating experiential loyalty. Wine has a powerful platform to galvanize broader change. In addition, Gen Z and Millennials are deeply committed to social equity, environmental stewardship, and climate action. They want to use their purchasing power to support values-driven businesses. It's time to share new stories of wine industry leadership that help attract and engage younger and more diverse audiences.

Here are some examples of ways that Napa Green champions are constantly innovating:

- Sterling Vineyards and Clos du Val are piloting kegs in the tasting room, reducing waste and emissions
- B Cellars uses Green Cell Foam 100% biodegradable packaging insulation, with many Thank Yous and kudos from customers
- Trefethen and Opus One are working with Earthly Labs on carbon capture off of fermentation tanks
- Dominus Estate uses Blue Morph UV tank sanitation, dramatically reducing water use, and is also piloting no-till in their dry farmed vineyards
- Boeschen Vineyards became the first winery in Napa County to offer hazard pay and disaster insurance to their entire team
- Many members have EV **chargers** (e.g., Cakebread, Rutherford Hill), and report it attracting new and grateful customers
- Many members are lightening glass weight (e.g., Spottswode, Dominus). In 2023, **Verallia launched a 300 g bottle.**
- Cakebread Cellars' permeable parking lot allows for rainwater capture, with integrated bioswales, facilitating groundwater **recharge.**

ENVIRONMENTAL COMPLIANCE – STORM & WASTEWATER

In order to enroll in the Napa Green Winery program your property must be in environmental compliance, notably with the Water Board's winery Waste Discharge Requirements. The WDR is focused on reducing nitrogen and sodium loading, and is reviewed in detail during the Integrated Resource Assessment. Napa Green will also validate compliance with the Water Board Industrial Stormwater Permit.

CONTINUING IMPROVEMENT

Continuing improvement is core to Napa Green Winery certification. Sustainability and climate action are ongoing learning processes, a path not a destination. We will check in annually on implementation of your Action Plan and resource use trends, add any newly planned activities, and work with you to identify new opportunities and develop a new Action Plan every three years.

STANDARD REVISION

A comprehensive review and update of the standards will be done every two years, and will include consultation with regional growers, vintners, and topic experts.



ENROLL
napagreen.org



NAPA GREEN WINERY CERTIFICATION

1. **ENROLL** <https://application.napagreen.org/#/request-account-from-me> You will receive an automated email with a username and temporary password for the online application Portal.
2. **OVERVIEW** Reach out to winery@napagreen.org to schedule a walkthrough of the certification process.
3. **QUESTIONNAIRE** Sign-in to the portal to access the Napa Green Winery questionnaire and assemble core knowledge network (Winemaker, Facility/Operations Manager, HR, purchasing lead) to begin answering questions.
4. **INTEGRATED RESOURCE ASSESSMENT** Once you've taken a first pass at the questionnaire reach out to the Napa Green Winery Team, winery@napagreen.org, to schedule your IRA - a one-stop, whole system energy, water, waste and emissions review led by our team of engineers, winemakers, and green business experts.
5. **Complete the onsite IRA** (all data is confidential). As part of this assessment you will receive baseline energy, water, waste and emissions metrics (kWh/case; gallons of water/gallon of wine; diversion percentage; Scope 1 & 2 CO₂e emissions). You will receive a follow-up report and slides with your data, trends, opportunities and recommendations.
6. **ACTION PLAN** Complete the questionnaire. Napa Green staff will also make updates based on the site visit and work with you to draft an Action Plan for the remaining Napa Green Winery required measures (the AP can have up to 12 measures that you need a longer time horizon or budget cycle to complete). Fill in the Action Plan with team leads, rough deadlines, and any relevant notes. *The Action Plan is not meant to be completed before certification.*
7. **THIRD-PARTY VALIDATION** Select the independent Third-Party Auditor that you would like to work with. They will be given Auditor access to your portal, will review all of your information and let you know any additional documentation that should be provided. They will then schedule the onsite review(s). They will submit a certification recommendation to Napa Green.
8. **CONGRATULATIONS, you are a Napa Green Certified Winery!** You can use this climate-smart certification to help tell your leadership story, build community goodwill and consumer loyalty, and differentiate your wines in the marketplace.
9. **DESK AUDITS** There will be annual "desk audits" at the end of years 1 & 2 to review Action Plan progress and collect resource use data and make sure everything is on track.
10. **RE-CERTIFICATION** Re-certification is every three years, with an abbreviated IRA, and another independent third-party audit.

I've been at this for 30 years and this is the best, most well-thought-out program I've ever seen.

– Yvon Chouinard
Environmentalist and
Founder of Patagonia



WINERY CERTIFICATION FEES

FEES ASSOCIATED WITH WINERY CERTIFICATION

- I. One-time Application Fee (\$250)
- II. Annual Licensing Fee
- III. Integrated Resource Assessment (*every 3 yrs*)
- IV. Independent 3rd Party Audit (*every 3 yrs*)

APPLICATION FEE (One-time): To enroll in the Napa Green Winery program there is a one-time application fee of \$250. This covers the staff time to meet with your team lead(s) to familiarize you and get you started with the certification process.

ANNUAL LICENSING FEE: These fees cover a fraction of our expert staff time to facilitate certification and annual desk audits, develop resources, training and education workshops & events, and communicate the climate action leadership of our members. We aim to keep these fees as reasonable as possible. Licensing fees only cover ~35% of our nonprofit budget.

INTEGRATED RESOURCE ASSESSMENT (every three years): The IRA is a unique value-add expert service led by our winery team of engineers & winemakers. The IRA baselines and tracks your resource metrics and identifies opportunities to improve efficiency and save \$\$\$\$. Fully leveraged, the IRA should more than pay for itself, and the data and feedback can be used internally and externally to tell your climate action story.

Napa Green Winery Annual Licensing Fees (Annual Production Gallonage)	Integrated Resource Assessment (Energy, Water, Waste, Emissions Baseline & Review)																																
<table><tr><td><25,000 gals</td><td>\$500</td></tr><tr><td>25k-60k gals</td><td>\$1,000</td></tr><tr><td>60,001-120k gals</td><td>\$1,750</td></tr><tr><td>120,001-240k gals</td><td>\$2,500</td></tr><tr><td>240,001-600k gals</td><td>\$3,200</td></tr><tr><td>600k-2.38 M gals</td><td>\$4,200</td></tr><tr><td>>2,380,000 gals</td><td>\$5,000</td></tr></table>	<25,000 gals	\$500	25k-60k gals	\$1,000	60,001-120k gals	\$1,750	120,001-240k gals	\$2,500	240,001-600k gals	\$3,200	600k-2.38 M gals	\$4,200	>2,380,000 gals	\$5,000	<table><tr><td>Members</td><td>\$125/hr</td></tr><tr><td colspan="2">Member Cost Estimates</td></tr><tr><td><25,000 gals</td><td>~\$1,250</td></tr><tr><td>25k-60k gals</td><td>~\$1,500</td></tr><tr><td>60,001-120k gals</td><td>~\$1,875</td></tr><tr><td>120,001-240k gals</td><td>~\$2,250</td></tr><tr><td>240,001-600k gals</td><td>~\$2,500</td></tr><tr><td>>600k gals</td><td>~\$3,000</td></tr><tr><td>Non-Members</td><td>\$175/hr</td></tr></table>	Members	\$125/hr	Member Cost Estimates		<25,000 gals	~\$1,250	25k-60k gals	~\$1,500	60,001-120k gals	~\$1,875	120,001-240k gals	~\$2,250	240,001-600k gals	~\$2,500	>600k gals	~\$3,000	Non-Members	\$175/hr
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<i>*Current members invoiced in December. New members invoiced Mar. 1/July 1/Dec. 1 depending on when certification is completed.</i>																																	

DISCOUNTS

SOIL TO BOTTLE: Members that are comprehensively certified as Napa Green Vineyard and Napa Green Winery will receive 5% discount on both Vineyard and Winery Annual Licensing Fees.

MULTI-PROPERTY: Members who own more than one Napa Green Certified Winery will receive a 3% discount on licensing fees for each additional winery that is certified, up to a maximum discount of 15%. This will apply to the fees for all certified wineries.

INDEPENDENT THIRD-PARTY AUDIT (every three years): Independent validation that you are meeting Napa Green Winery practice and performance-based standards, walking the talk, is critical to marketplace assurance.

Our network of third-party auditors have gone through training in the Napa Green programming, and will validate implementation of practices that our team has not been able to review.

Third-Party Auditor

Independent Validation of Practices

Example: \$150/hr + \$50/hr travel
(Varies by auditor)

Small 4-5 hrs	~\$650
Medium 5-7 hrs	~\$950
Large 7-10 hrs	~\$1,250

**Note, most auditors will provide a flat rate quote once they evaluate the complexity of your operation*

INTERIM DESK AUDITS (No Added Cost)

The interim staff desk audits (end of years 1 and 2) will require an update of the Metric Calculator (water, energy, production), and a review of Action Plan implementation. The team will let you know if they have any questions or concerns about continuing improvement and would like to schedule a meeting or call.

RECERTIFICATION

Recertification is every three years. In addition to Annual Licensing Fees, there are two costs associated with recertification.

- I. Expert team consultation for Integrated Resource Assessment
- II. Third-Party Audit

Using your foundational Integrated Resource Assessment, staff will reassess resource trends and facility management and revise and update data and recommendations. This streamlined assessment will take less time to complete than the original IRA.

An independent, third-party audit is required every three years and should take less time than the initial certification audit.

SOCIAL JUSTICE, DIVERSITY & INCLUSION

Social equity has always been foundational to sustainable development, but somewhere along the way it has gotten largely lost or sidelined from the conversation. For many, sustainability has become synonymous with the environment. However, we cannot have environmental or economic sustainability without social sustainability. True sustainability requires caring for the health and resilience of our environment, and the health and resilience of our employees and community, all of which contributes to the success and longevity of our businesses.

Why this title? Instead of using the common term of Diversity, Equity and Inclusion (DEI) we intentionally used Social Justice, as it encompasses Equity and goes further. Social justice depends on four essential goals: human rights, access, participation, and equity. Social justice asserts that everyone deserves equal rights, opportunities, and treatment regardless of their race, economic status, sexuality, or gender identity. You can learn more in our Definitions and Resources.

In the wine industry, social justice and equity focuses on issues like living wage, affordable housing, continuing education, and opportunities for advancement. In addition, in an industry that has historically been overwhelmingly white- and male-dominated, there are myriad opportunities to elevate diversity and inclusion, creating openings and opportunities for people of color (POC).

Acknowledging Historic Injustice: As Napa County pursues new opportunities in the 21st century it is also important to look back and recognize and acknowledge the history of this region. The Napa Valley is one of the longest continuously inhabited regions in California. For 10,000 years, this region, known as “Talahalusi,” was home to native peoples. In the 19th and early 20th centuries the Onasatis (often referred to as Wappo) were killed, decimated by smallpox and relocated by early settlers.

As the wine industry began to take a foothold in the mid- to late-19th century Chinese migrant laborers played a central role in planting vineyards and building wineries and caves. They were treated as inferior citizens and heavily discriminated against. At the turn of the century a series of fires destroyed the Chinatown that once stood in St. Helena. Any remaining Chinese community was gone by the time of Prohibition. To move forward we must acknowledge the injustices and wrongs perpetrated in the past, which provide a critical lens to examine current prejudice, racism and injustice in our society.

Napa Green Commitment to Racial and Social Justice: At Napa Green we pledge to continuously examine and deepen our understanding of power imbalances and social biases in our everyday world. We commit to take action whenever possible to build a more just community, and partner with individuals and organizations that share this commitment. We seek to be a visible ally.

DEFINITIONS

BIPOC: Black, Indigenous and People of Color

Diversity: Workplace diversity is accepting and valuing differences between people including those:

- of different races, ethnicities, genders, ages, religions, disabilities, and sexual orientations
- with differences in education, personalities, skill sets, experiences, and knowledge bases

Diversity should be actively cultivated, not only because it is the right thing to do, but also because it is correlated with both profitability and value creation.

Hispanic: Hispanic refers to people who speak Spanish or who are descendants of those from Spanish-speaking countries. In other words, Hispanic refers to the language that a person speaks or that their ancestors spoke.

Latinx: Latinx is a gender neutral term that refers to people of Latin American heritage.

Inclusion: Inclusion in the workplace is a collaborative, supportive, and respectful environment that increases the participation and contribution of all employees. True inclusion removes all barriers, discrimination, and intolerance.

LGBTQIA+: Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual and an array of other sexual and gender identifications.

Modern Slavery: The exploitation of an individual for the personal or commercial gain of another. Forms of modern slavery include, but are not limited to, human trafficking, forced labor, and debt bondage.

Social Equity: Equity is defined as “the state, quality or ideal of being just, impartial and fair.” Equity involves trying to understand and give people what they need to enjoy full, healthy lives. It is important to recognize the difference between equity and equality. Equality, in contrast, aims to ensure that everyone gets the same things in order to enjoy full, healthy lives.

Social Justice: Social justice depends on four essential goals: human rights, access, participation, and equity. Social justice means that everyone’s human rights are respected and protected. Everyone has equal opportunities. They aren’t held back by things out of their control like systemic obstacles or discrimination.

Structural Racism: Structural racism (or structural racialization) is the racial bias across institutions and society. It describes the cumulative and compounding effects of an array of factors that systematically privilege white people and disadvantage people of color.

LEADERSHIP & HUMAN RESOURCES

From the top-down businesses need to recognize and acknowledge inclusion and diversity as an enabler of growth. Research has shown that companies that have greater workplace diversity outperform their competitors and achieve higher profits. Committing to diversity and inclusion isn't just right, or good for morale, it actually contributes to business success and longevity.

The Human Resources department represents both an internal and external face of company leadership and culture. From the first moment someone considers working with your team this is your chance to establish your business as equitable, just and accountable.

Regulatory Compliance – CORE

This is not a comprehensive list of regulatory compliance measures, but emphasizes some of the compliance actions critical for Social Equity. Compliance should be validated by the head of Human Resources (HR).

These standards are required.

1. Agree to comply, at a minimum, with California policies and regulations for health and safety, which includes OSHA regulations, COVID-19 standards, safety trainings, Injury and Illness Prevention Program, Heat Illness Prevention Plan.
2. Company policy dictates that pay increases are determined on an equitable basis, considering work performance, seniority, and level of training OR collective bargain agreements, without bias based on gender, ethnicity, racial, or sexual preference, and this is confirmed by workers.
3. Businesses with five (5) or more employees provide Sexual Harassment training within six months of hiring, and again every two years. Establish safe and anonymous channels to report harassment and assault.

Culture of Equity & Inclusion – CORE

These standards are required.

1. Have a Diversity, Equity and Inclusion [commitment/statement](#).

***Green Note:** Examples of wine industry Diversity & Inclusion statements: [Constellation Brands](#), [E&J Gallo](#).*

We have created a [basic template](#) that you are welcome to leverage and adapt for your organization.

2. Proactive policy to prevent or address any pay disparities between men and women and/or white and BIPOC employees in comparable roles.

Green Note: California Equal Pay Act: Effective January 1, 2017, Governor Brown signed a bill that added race and ethnicity as protected categories. California law now prohibits an employer from paying its employees less than employees of the opposite sex, or of another race, or of another ethnicity for substantially similar work.

3. Prioritize equally qualified candidates from historically underrepresented groups, including women and BIPOC, for management and leadership positions.

Green Note: Consider setting a goal such as 50% female and BIPOC representation in leadership roles by 2025. For example, Treasury Wine Estates has set a goal to increase females in leadership roles to 50% by 2025.

Culture of Equity & Inclusion – ELECTIVE (Must Implement 1 of 2)

1. Leverage available Diversity, Equity, and Inclusion resources within the wine industry to create, or have employees participate, in educational courses and mentorship programs.

Green Note: See the Resources section for organizations with resources and trainings. Such as the Diversity in Wine Leadership Forum's "Do the Work" series.

2. Have a public Land Acknowledgement that recognizes the original American Indian inhabitants of the vineyard property.

Green Note: You can utilize the Native Land interactive map to find the original American Indian inhabitants. Here is a resource on creating a Land Acknowledgment statement. Here is an example of a brief Winery Land Acknowledgment (toward the bottom).

Employment Practices – CORE

These standards are required.

1. For businesses with 13 or more employees there is a written and implemented Management and Human Resources Business Plan, which should include:
 - Company mission/ vision and values
 - Sustainability commitment (covering Environment, Equity, and Economics)
 - Company strategy for hiring and onboarding
 - Employee performance management and employee relations strategies
 - Compensation and benefits
 - Record keeping policies
 - A schedule for the plan to be reviewed and updated

Green Note: *This is a resource intended to support continuity in Human Resources management, and is distinct from the Employee Handbook, although there may be some overlap in the language or resources.*

2. For business with 13 or more employees require that staff in management positions attend implicit bias trainings/workshop.

Green Note: *Organizations that offer implicit bias trainings include: Diversity in Wine Leadership Forum ([Do The Work series w/ Dr. Akilah Cadet](#)); [Soil and Shadow](#); CircleUp Education; some insurance companies also offer trainings.*

3. For staff whose first language is Spanish, all core resources are provided in English and Spanish and are explained verbally to employees.
4. Recognize varying technological skills and access and provide important information via multiple convenient communication methods.
5. For businesses with seven (7) or more employees all employees are provided with an Employee Handbook (may be provided electronically), which should include:
 - Company mission/ vision and values
 - Sustainability commitment and certification(s)
 - Compensation/ Benefits and Incentives
 - Non-Discrimination and Anti-Harassment policies and trainings
 - Accident and emergency procedures/ including procedures during a natural disaster.

Green Note: *Emergency procedures should account for circumstances when electricity and cell phone coverage are compromised.*

6. All new employees receive workplace orientation and tour.
7. Have evidence of conducting annual performance reviews.
8. Provide competitive hourly wages and salaries for the region.

Green Note: *Emergency procedures should account for circumstances when electricity and cell phone coverage are compromised.*

9. Cover at least 50% of health insurance premium for full-time employees.
10. Share information via newsletters and/or other communications channels about family support and social services in the community.

Green Note: *Examples include resources and services from community organizations like UpValley Family Centers and Puertas Abiertas; Childcare resources/referrals; Nutrition, Health and Wellness resources/referrals; Housing Opportunities information and resources.*

11. Offer a benefits package to full time employees in excess of government requirements, which includes three or more of the following (indicate those that apply):
 - Company mission/ vision and values
 - Retirement plan
 - Paid sick leave
 - Paid vacation
 - Profit sharing
 - Annual pay increases
 - One or more electronic devices (e.g. cell phone/ laptop)
 - Company vehicle
 - Employee housing
12. When workers are changing tasks or using new equipment provide additional training (e.g., forklift). If it has been some time (6+ months) since doing certain tasks or using equipment provide a refresher on practices/use and safety reminders.
13. Clear and trusted procedures are established for employees to communicate concerns and share grievances, and the procedures are included in the employee handbook.

Employment Practices – ELECTIVE (Must Implement 4 of 11)

1. Cover 100% of health insurance for full-time employees.

2. Offer dental and vision coverage for full-time employees.
3. Offer seasonal workers benefits (e.g., health insurance, sick leave).
4. Participate in an annual salary survey (e.g., Wine Business Monthly, CAWG) and benchmark compensation against regional average. Within the last year, provided bonuses to employees (e.g., holiday bonus check, harvest bonus, wine, gift cards, etc.).
5. Within the last year, provided bonuses to employees (e.g., holiday bonus check, harvest bonus, wine, gift cards, etc.).
6. Formal surveys or other feedback collection process is in place to measure employee satisfaction and other issues.
7. Have Succession Planning program to help develop talent within the organization for future positions and encourage internal development of employees.
8. Inform staff regularly about alternative transportation opportunities and incentives and encourage them to use alternative transportation.

Green Note: *Examples include resources and services from community organizations like UpValley Family Centers and Puertas Abiertas; Childcare resources/referrals; Nutrition, Health and Wellness resources/referrals; Housing Opportunities information and resources.*

9. Business is working privately or collaboratively to support local affordable housing.
10. Won an award related to social equity and/or health and safety (e.g., Best Places to Work; OSHA Star).
11. Certified **B Corporation**.

Green Note: *B Corp certification requires an even more rigorous set of policies and evidence around employment and workforce leadership. Napa Green exceeds the B Corp environmental performance standards.*

WORKFORCE HEALTH, SAFETY & WELLBEING

This section emphasizes the broader context of health and safety, beyond compliance, safe practices and procedures, and best practices for wages and benefits. Employees are more engaged and dedicated when they feel the business is invested in their broader welfare. This is about creating a culture where your team understands the business cares for both their physical and mental wellbeing.

Workforce Health, Safety & Wellbeing – CORE

These standards are required.

1. Enable a reasonable work pace (allow each employee to work at their own pace, not being rushed)

***Green Note:** Evidence shows employees are actually more productive when not concerned about being rushed.*

2. For women working in male-dominated settings ensure safe working environment and protection (e.g., self-defense training).
3. Provide seasonal training on critical safety topics (as relevant):
 - Emergency fire plan
 - Smoke safety measures
 - Working in extreme heat (Note: Napa Green recommends that workers not be required to work in extreme heat conditions.)
 - Hazard pay
 - Disaster insurance

***Green Note:** Companies such as Boesch & E&J Gallo are offering **hazard pay and disaster insurance** to compensate their vineyard workforce during times of natural disaster.*

4. Company policy that workers will not be required to work in evacuation zones.
5. Minimum annually, organize a formal teambuilding activity (e.g., post-harvest party, holiday party, spontaneous rewards during the growing season).
6. Protect employees by not engaging with ICE, Customs and Border Patrol, or similar bodies that will undermine a safe, trusted and secure work environment, unless required by law.
7. For wineries with 13 or more employees share a letter of Commitment Against

Modern Slavery with core vendors (those with whom you work on a regular basis). Maintain record of written communications.

Green Note: *Napa Green is evaluated annually by distributors and associations including the Nordic monopolies (e.g., Systembolaget), LCBO, SAQ, and the Sustainable Wine Roundtable for added recognition and market access for our members. While Modern Slavery may not seem relevant to our region, addressing this issue is critically important in international evaluations of our standards. Modern slavery includes exploitation of workers for commercial gain, and forced labor, among other injustices. Particularly if you have an international supply chain or work with vendors across borders, it is important to share and emphasize this commitment and ask if they can share relevant policies and protections against modern slavery.*

*Consider developing a **procurement policy** for working with vendors. [Here is an example of a Modern Slavery statement.](#)*

Workforce Health, Safety & Wellbeing – ELECTIVE (Must implement 2 of 6)

1. Recognize and acknowledge employees for safe job performance. Incentives could include safety certificates, bonuses, or annual recognition ceremony for employees with excellent safety performance.

Green Note: *Positive recognition of employees who demonstrate safety practices and contribute to safety awareness has been proven to be effective.*

2. Establish employee health & wellness programs and incentives (e.g., monthly wellness stipend, internal friendly competitions & rewards, \$100 annual reimbursement for National Park passes and/or athletic competitions). Provide paid time off for community volunteering (including at children's schools).

Green Note: *In 2020, Clif Family won the California Sustainable Winegrowing Green Medal award for their **commitment to Community leadership**, including exemplary employee health & wellness programs.*

3. Provide paid time off for community volunteering (including at children's schools).
4. Company policy that workers are not required to work in extreme heat conditions.
5. Provide hazard pay for farmworkers performing tasks in smokey conditions or fire-adjacent locations.

Green Note: *Gallo has started paying farmworkers and contractors in Sonoma*

County 1.5 OT pay while working in hazardous conditions.

6. Have disaster insurance that covers workers who aren't able to work due to natural disasters and are therefore not receiving paychecks.

COMMUNICATION, TRAINING & ADVANCEMENT

We have worked with businesses where staff is constantly turning over, as well as businesses where almost everyone has worked there for over 10, 15 or 20 years. This is a clear indicator of whether or not open communication, support for staff and their individual needs, continuing education and opportunities for advancement are embedded in company culture.

We always emphasize, “Sustainability is a path, not a destination.” When you are committed to being a sustainable business investing in your employees through ongoing training and education is crucial. These priorities and investments accrue dividends, and not just in staff retention and dedication. The American Society of Training and Development (ASTD) completed a 3-year study that verified that those companies that invest in ongoing employee training report improved performance and higher profit margins.

Training, Continuing Education & Advancement – CORE

These standards are required.

1. Written policy that full-time team members attend at least two training workshops or educational programs each year. Full-time operational leaders/managers attend at least three workshops/programs. Costs are covered if applicable. Keep records of employee name, workshop/event & topic(s), and date.

Green Note: *This includes workshops and webinars from Napa Green, the Resource Conservation District, the Farmworker Foundation, and industry events like RISE, Unified, Rootstock, Sustainable Ag Expo.*

2. Encourage and incentivize (as needed) ESL, computer and other training essential for career advancement.

Green Note: *The Farmworker Foundation is an excellent resource for these trainings.*

3. Create pathways for advancement. During performance appraisals (whether verbally or written) ask employees to share their career goals and progress.

Training, Continuing Education & Advancement – ELECTIVE (Must Implement 1 of 4)

1. Provide opportunities for employees to develop language skills in English/Spanish during work hours.

2. Once a year, invite vineyard workers to an educational tasting & dialogue with winemaking team on how grape quality and characteristics have translated in the wines.
3. Organize opportunities for winery employees to meet with vineyard management and do a vineyard tour, as well as opportunities for the vineyard team to meet with winery management and do a cellar tour.
4. Encourage employees to participate in [Leadership Napa Valley](#).

NEIGHBORS AND COMMUNITY

With so much of Napa County's economy tied to the wine industry there is amplified community attention to industry practices. Sometimes community advocates unfairly take aim at the wine industry for regional challenges, such as increased traffic, for which there is no silver bullet and requires systemic changes. Other times community members spotlight valid concerns where the industry can continue to take a leadership role, such as Napa River restoration or affordable housing.

As a large and visible industry, it is critical to foster good relationships with neighbors and engage with the broader community. This outreach also creates opportunities to grow community awareness about what it means to be a **Napa Green Certified Climate-Smart Winery**, and the breadth, rigor and impact of the standards our members implement.

Neighbors & Community – CORE

These standards are required.

1. Consider ways light, noise, and traffic from operations may impact neighbors and make efforts to mitigate these impacts.
2. Have a process for receiving, considering, and addressing neighbor/community feedback, questions, and concerns.

Neighbors & Community – ELECTIVE (Must Implement 3 of 7)

1. Communicate with neighbors about Napa Green certification and other sustainability practices through events, tours, website, etc.
2. Conduct worker trainings regarding neighbor and community communications. Document training dates and attendance.
3. Participate in community forums about sustainability and issues related to vineyard and winery operations.
4. Employees volunteer on a community board or committee.
5. Participate in advisory or industry collaborations/partnerships to work on:
 - Traffic and enhancing alternative transportation opportunities
 - Affordable worker housing
 - Water monitoring and conservation
 - Sustainable land use planning
 - Community Health

- Enhancing educational opportunities
- 6. Participate in voluntary Napa watershed river/creek and riparian habitat restoration projects.
- 7. Have protected land from future development through official Land Trust conservation easements.

ADDITIONAL RESOURCES

These resources and organizations are in addition to the resource links we have embedded throughout this element.

Organizations

California Farmer Justice Collaborative: CFJC unites farmers of color and allies across California, seeking opportunities, political and beyond, to grow our collective representation and sustain our traditional agricultural knowledge. We work alongside small farmers across the state with a focus on California's ethnically diverse farmers and ranchers who may have limited access to government programs.

CircleUp Education: CircleUp Education's mission is to cultivate happy, thriving, and stress-free cities, organizations, and schools by developing a less oppressed, racist, and divided world for future generations we will never know through custom training, consulting, coaching, and tools that are intentionally designed to interrupt implicit bias, restore community wellbeing, resolve conflict and misunderstandings, and inspire deeper connection and inclusion.

Diversity in Wine Leadership Forum: The Diversity in Wine Leadership Forum is a resource that offers a list of organizations and events with a core commitment to diversity and equity within the wine industry.

Napa Valley Community Foundation: NVCF works side-by-side with donors and nonprofits to identify and solve the most pressing problems in our Valley. They invest in youth, fight poverty, champion community, provide assistance for disaster recovery, and increase the quality of life for everyone. NVCF has distributed more than \$90 million in grants since its inception.

Napa Valley Farmworker Foundation: The mission of the Napa Valley Farmworker Foundation is to support and promote Napa Valley's vineyard workers through education and professional development. The Foundation was established in 2011, the first grower-supported organization of its kind in the United States. The Farmworker Foundation provides a variety of programs annually that focus on developing skills in adult literacy, vineyard operations & safety, leadership & management, mentorship, and family life.

National Minority Supplier Development Council: The NMSDC advances business opportunities for certified minority business enterprises and connects them to corporate members.

Puertas Abiertas: Puertas Abiertas works hand in hand with Latinos to inspire and achieve healthy living, self-sufficiency, and opportunities for leadership and community engagement.

Soil and Shadow: We help leaders and teams thrive, so they can have the social impact we all need. Our whole system approach (the Social Fertility Framework), inspired by principles of building soil health, addresses DEI strategy through the lens of individuals, their relationships as a team, how those relationships inform company culture and procedures, and how that culture influences their customers and constituents. This weaving of education about systemic oppression, power analysis, racism, and other content with more general leadership, team and organizational development supports a holistic approach.

UpValley Family Centers: The UpValley Family Centers operates as a Family Resource Center, which is endorsed by the California Department of Social Services as a best practice for serving families and strengthening communities. Taking a prevention-focused, community-responsive approach, our services are culturally sensitive and aim to help families and communities build on the strengths they already possess to create a future of opportunity for themselves.

Women's Business Enterprise National Council: The Women's Business Enterprise National Council (WBENC) is a leading non-profit organization dedicated to helping women-owned businesses thrive. We not only provide the most relied upon certification standard for women-owned businesses, but we also offer the tools to help them succeed.

Information, Articles & Studies

- **[A Call to Action for the Wine Industry: Diversity Organizations Need Your Support](#)**
- **[Actionable Items for the Wine Community](#)**
- **[2020 Wine Industry Gender Equality Study](#)**

ENERGY EFFICIENCY

Energy may not seem like a particularly sexy topic, but it will be when you cut your PG&E bill by 20% or more!

Integrated Resource Assessment: As a part of your Napa Green Winery certification our expert team of engineers, winemakers, and green business experts will work with you to do a one-stop energy, water, waste, and emissions assessment. They will help you access your energy data and trends, establish baseline metrics (including kWh/case and \$\$/case), help you understand usage patterns, and identify opportunities for improvement. We've done ~250 of these assessments with our members since 2017, so you'll see how you line up relative to your peers of a similar size, and where you fall relative to the goal posts of Good | Okay | Needs Improvement.

Cost Savings: As we discussed in the introduction, we've seen a winery that makes 25,000 cases of wine spending \$2.40/case on electricity, and another winery of exactly the same size spending \$8.40/case. That's a difference of \$150,000 a year in electricity costs to make the same amount of wine! We've also helped multiple members ID savings of \$5,000-40,000 a year simply by updating their PG&E rate to the correct tier for their operation.

Don't Solarize Your Inefficiencies: If you are considering installing your own solar array, we can help. Roughly 50% of our members have onsite solar and we've seen the gamut of best practices and issues. First things first, it is critical to ensure that you don't "solarize your inefficiencies." By maximizing your efficiency first, you will reduce the scale, footprint, and cost of solar. If you don't have the space or clear incentives for solar, there is also the opportunity to opt into MCE's Deep Green program – for a premium of ~\$0.01/kWh you'll receive 100% of your grid electricity from renewable sources, primarily wind and solar.

By the Numbers: Over the past eight years Napa Green has helped members achieve more than \$6 million in energy cost savings and save more than 20 million kilowatt hours of electricity, which eliminates 13,972 metric tons of Carbon Dioxide (CO₂e), equivalent to the carbon sequestered by 16,312 acres of U.S. forests in one year.

Awareness & Maintenance – CORE

These standards are required.

1. Require facility/operations manager to review energy bills monthly, or use online tool PG&E My Energy, looking for unexpected rises in use and opportunities to improve efficiency.
2. If winery/facility has a PV solar array ensure relevant staff receive automated alerts on any system malfunctions and regular reports on system performance compared to design capacity. If monitoring is not in place establish a regular inspection and verification of system operation and production.

Green Note: *The most common solar array issue is inverter failure. If these failures are not caught and repaired quickly the True Up bill will be significantly higher as more electricity is pulled from the grid.*

3. Calculate your energy intensity (kWh) per case of wine.

Green Note: *The baseline calculation will be completed for you as part of your first Napa Green Integrated Resource Assessment. Moving forward you will use the online Metric Data Form & Calculator to report updated metrics annually.*

4. Complete regularly scheduled maintenance on your refrigeration system at least twice a year.

Green Note: *Recommend service before harvest and after cold stabilization.*

5. Complete regularly scheduled annual maintenance on air compressors (15 HP or larger) and check for and repair air line leaks.

Green Note: *An air leak detector gun can be rented free from the [PG&E Tool Lending Library](#).*

6. Complete regularly scheduled maintenance on your HVAC system at least twice a year, which includes: Cleaning or replacing filters on heating and air-conditioning units; Cleaning AC condenser coils; Maintaining proper function of economizers on AC units.
7. Reduce the hot water temperature to 120-140 when higher temperatures of 160-180 are not required for sanitation.

Green Note: *Some wineries have saved thousands of dollars annually on their energy bills through this one measure.*

Awareness & Maintenance – ELECTIVE (Must Implement 2 of 5)

1. Set an energy efficiency goal (e.g. kWh/case). Encourage employee ideas and provide regular feedback on progress toward achieving the goal.
2. Earn incentives for your business by participating in [FlexAlert.org](https://flexalert.org) and reducing energy during peak demand periods.
3. Use a 365 day programmable thermostat to control heating and air conditioning, and train staff not to make manual adjustments. In occupied spaces recommend heating set to 68 degrees, and air conditioning set to 72 degrees.
4. Routinely check the glycol temperature setting manually. Be sure to raise to glycol set point after cold stabilization.
5. Control the compressed air system (air compressor and air drier) to ensure operation only during working hours (if not needed for refrigeration control valves or cellar humidification).

Lighting & Equipment – CORE

These standards are required.

1. Replace incandescent bulbs with energy efficient alternatives (includes A-19, MR-16, PAR 20 and 30).
2. Convert all 400 W Metal Halides and/or High Pressure Sodium lighting in the cellar (used regularly) to LED.

Green Note: *ROI is usually <5 years depending on fixtures selected and installation cost.*

3. Evaluate glycol lines and ensure that all of the main runs are insulated (prioritize outdoor piping).
4. Insulate the walls of outdoor glycol tank(s).

Green Note: *ROI is usually one year or less.*

5. When purchasing new electronics, refrigerators, dishwashers, etc. purchase **Energy Star** and/or **EPEAT certified** equipment.

***Green Note:** Refrigerators >10 years old should be replaced.*

Lighting & Equipment – ELECTIVE (Must Implement 8 of 17)

1. When designing a new building, use green building standards (e.g. Leadership in Energy and Environmental Design or LEED).
2. Have ENERGY STAR® office equipment and have enabled energy saving features.
3. Ensure that power management software is enabled on all office equipment so that it powers down when not in use and at the end of the day.
4. Use instantaneous hot water heaters (or on demand systems).

***Green Note:** Make sure inlet filters and internal coils are cleaned annually on gas fired heaters.*

5. Use a solar water heater or preheater.
6. Capture waste heat (typically from refrigerant at discharge from the compressor, before condenser) to preheat water.

***Green Note:** This was successfully implemented at Chateau Montelena several years ago, and has significantly reduced costs for hot water heating.*

7. Convert T-8 or T-5 lamps to TLED (Tubular LED) style lamps, or convert to LED style fixture.
8. Use lighting controls such as dual technology occupancy sensors, bypass/delay timers, photocells or time clocks.

***Green Note:** Verify that timers and controls are in service, set to the correct occupied/service hours, and all programming is documented.*

9. Use energy-efficient double paned windows on at least 90% of windows.
10. Insulate hot water lines.

11. Use insulation jackets on outside tanks.
12. Utilize night-time air cooling for cellars, and verify controls are in operation and not in bypass mode.
13. Use energy management software (e.g. Ignition, Logix) for the refrigeration system for cellar cooling, tank cooling, and evaporative condenser/cooling tower operation. Regularly verify set points, seasonal timing, and that all systems are in “Auto,” and not “Bypass.”
14. Add dissolved oxygen controls to wastewater pond aerators.

Green Note: *Establish regular maintenance and cleaning of the probes.*

15. Convert cellar evaporator fans (110V/208V) to electrically commutated (EC) motors.

Green Note: *Since 2009 all new fan units have been required to have EC motors for 110v and 208v fans.*

16. Use an outside air intake for air compressors (cool air takes less energy to compress).
17. Use a variable frequency drive (VFD) on glycol pumps, cooling towers/evaporative condenser fans, or pumps that use more than three horsepower, such as water distribution pumps. Regularly verify that VFD drives are in “auto,” and not in “bypass.”

Green Note: *There are potential rebates available for VFDs on glycol pumps and the ROI is typically 1.5-3 years.*

WATER EFFICIENCY

While 2024 was a normal rain year, California remains on a trajectory of increasingly frequent and intense periods of drought. Vineyard irrigation far outstrips winery water use, but there are still significant opportunities to save water in and around the winery.

Integrated Resource Assessment: As mentioned, as part of your certification process our expert team will work with you to do a one-stop water, energy, waste, and emissions assessment. They will help you organize and validate your water and wastewater data (and help ID where to install a meter if needed), establish baseline metrics (including gallons of water/gallon of wine), walk through trends, and identify opportunities for improvement. We've done ~250 of these assessments with our members since 2017, so you'll see how you line up relative to your peers of a similar size, and where you fall relative to the goal posts of Good | Okay | Needs Improvement.

You Can't Manage What You Don't Measure: The two biggest areas of water use in the winery are tank, barrel, and equipment sanitation, and decorative landscaping. We often find that once wineries begin leveraging their water use data they catch leaks and other savings opportunities.

Saving Energy, \$\$ & Emissions: While water remains relatively cheap, don't forget the Energy:Water:Climate Nexus. It takes a lot of energy to transport, heat, and treat water, so as you save water you save energy and costs, and simultaneously reduce emissions from energy generation.

Don't Wait: Better understanding your water use and ways to improve efficiency will help you get ahead of regulations, including the winery Waste Discharge Requirements (WDR) and the Groundwater Sustainability Plan.

By the Numbers: Over the past five years Napa Green has helped winery members save more than 30 million gallons of water, equivalent to nearly 50 Olympic swimming pools.

Indoor Efficiency – CORE

These standards are required.

1. Retrofit toilets flushing at higher than 1.6 gallons with high efficiency toilets (1.28 gallons or less per flush).
2. Install one or more flow meters to know your water use at the winery (should be able to track process, administration and hospitality, either in sum or individually). Assign at least one staff member to record data in online Metric Calculator or Excel (recommended weekly) and trend monthly to identify unexpected rises in use, possibly indicating a leak or other opportunities to improve efficiency.

Green Note: *If a flow meter needs to be installed see the resource on “[Water Flow Meters](#).”*

3. Calculate your water use per gallon of wine.

Green Note: *The baseline calculation will be completed for you as part of your first Napa Green Integrated Resource Audit. Moving forward you will use the online Metric Data Form & Calculator to report updated metrics annually.*

4. Establish written Standard Operating Procedures (SOPs) available in English and Spanish (if relevant) for tank, barrel and hose cleaning. Ensure all staff are trained on SOPs. Provide a table with all tank sizes/types to establish cleaning times and volumes. Barrel cleaning procedures should document empty barrel maintenance as well.

Green Note: *Make sure all SOPs include tank entry safety and PPE guidelines. Please upload your SOP under Action Items>> Documentation.*

5. If water is provided by municipal source assign an employee to track water use over time (monthly) and alert staff to any unexpected rises in use.
6. Check for and repair all leaks, including in toilets.
7. Adjust cooling tower/evaporative condenser recirculated water blowdown rate to maintain TDS (total dissolved solids) at levels recommended by manufacturers specifications. Excessive TDS can cause scaling of condenser tubes that adversely affects energy efficiency, and too low of TDS can result in excessive blowdown and makeup water usage.

8. Ensure all cellar hoses have spring-load/low flow nozzles.

Indoor Efficiency – ELECTIVE (Must Implement 6 of 14)

1. Set water efficiency goal (gallons of water used per gallon of wine produced). Encourage employee ideas and provide regular feedback on progress in achieving the goal.
2. Replace all urinals flushing at greater than 1.0 gallon with high efficiency urinals, flushing at less than 0.5 gallons, or waterless urinals.
3. Barrel steamer is used to clean barrels.
4. Use steam for other cleaning purposes.
5. Use recycled water for cooling towers.
6. Purchase barrel cleaning machine with high-pressure, low-flow nozzles, or retrofit old barrel washer to new nozzles. Barrel washer captures rinse water for reuse.
7. Use cleaning product that significantly increases water use efficiency for tank cleaning process (e.g. Destainex; Cleanskin; Filmaway). Verify tank cleaning SOPs properly reflect the use of these chemicals to fully realize the water savings.
8. Wastewater sumps (and pump controls), interceptors, or traps are inspected quarterly and cleaned as needed/ annually.
9. Pre-cleaning of equipment surfaces is done with appropriate tools (e.g. a stiff brush) to loosen and remove large material before wash-down.
10. Clean floors with high-pressure, low volume cleaning equipment with shut off nozzles.
11. Post signs in restrooms and kitchen to encourage water conservation and to report leaks.
12. Indoors, use dry floor cleaning methods, followed by damp mopping, rather than spraying or hosing with water.
13. Reduce indoor process water pressure to no higher than 70 psi by installing pressure reducing valves, or adjusting the pressure setting at the controller.

14. Utilize meter.me to monitor your water system to catch leaks and other maintenance needs.

Green Note: [Read how meter.me helped Castello Di Amorosa.](#)

Landscape Efficiency – CORE

These standards are required.

1. Meet with landscaping staff/service to discuss environmental commitment and best practices and make sure they are implementing standards.
2. Water during early morning, pre-dawn hours.
3. Adjust the irrigation schedule based on the seasons. Shutoff irrigation during the rain season.
4. Apply mulch or compost in non-turf areas to improve the water holding capacity of the soil.
5. Install water flow meters on all large landscape irrigation systems and assign staff to track data monthly for unexpected rises in use, possibly indicating a leak. Enter data in online Metric Calculator or Excel.

Green Note: *A large landscape is anything over 5000 square feet in size. Landscape irrigation is typically one of the highest water uses at wineries, and pipe breaks/leaks are not uncommon.*

6. Regularly inspect and repair all broken or defective sprinkler heads/nozzles, meters, and water pipes, lines and valves. Verify heads/nozzles are the proper rating/type for that application and positioned to prevent hardscape areas from being sprayed.

Landscape Efficiency – ELECTIVE (Must Implement 3 of 8)

1. Make necessary changes to ensure proper hydro-zoning and control system programming (grouping of plants with similar water needs and sprinkler types) of irrigated areas.

2. Rain gardens, permeable pavement, and other landscape features or practices are used to increase rainwater capture and create opportunities for infiltration.

Green Note: See [*Champion Story on Cakebread's permeable pavement parking lot.*](#)

3. Reduce/eliminate area of grass/turf.
4. Use drip irrigation on non-turf areas.
5. Save water by programming the irrigation system to use shorter, repeated cycles of watering rather than one long soak.
6. Install a self-adjusting, weather-based irrigation controller that tailors watering schedules to local weather, plant types, etc.
7. Install drought-tolerant, native landscaping.
8. Use reclaimed/recycled water or rainwater collection for landscape irrigation, and regularly inspect collection systems for proper operation.

SUPPLY CHAIN & WASTE PREVENTION

Wineries have significant purchasing power, and Napa Green works with members to help them green their supply chain and shift to environmentally preferable products. Some of the key elements include:

- Eliminating Styrofoam, which essentially never degrades and leaches toxic chemicals;
- Eliminating the use of plastic bottled water, which contributes to a more elevated and luxury experience, not to mention that less than 10% of plastic gets recycled;
- Shifting to green cleaning products, and ensuring your cleaning staff is engaged and understands why it's beneficial for not just the environment but their own health to use non-toxic products. One supplier we can recommend is [Grove Collaborative](#).

Who wants waste? Beyond the supply chain, we want to make sure you recycle and compost as much as you can, diverting waste from the landfill (which then causes methane emissions, 20x more potent than CO₂). We can help you upcycle natural cork, recycle tin capsules with the Teacher's Resource Center, upcycle film wrap and recycle label backing through the Zero Waste Collective, and navigate confusing questions like whether and what "compostable" food and glassware are actually compostable.

Free Trainings & Signs: We will connect you with local recycling companies to arrange free staff trainings and signage to help your team with proper sorting. The goal is over 75% diversion – meaning less than 25% of "waste" ends up in the landfill.

Recycling & Composting – CORE

These standards are required.

1. Schedule free staff training with UVDS/NRWS minimum every 18 mos (including part-time or seasonal employees and janitorial staff). California recycling and organics/food waste regulations are changing/expanding, meaning recyclability and compostability of materials is also changing. It is important that the team remain up to date on current regulations and waste diversion opportunities.

Green Note: Both UVDS and NRWS offer free staff trainings. For Upper Valley reach out to Eva Robledo, Eva.Robledo@wasteconnections.com. For Napa Recycling reach out to Naama Brenner-Abramovitch, naama@naparecycling.com.

2. Compost food waste (where available).

Green Note: It is now mandatory in CA that at least 50% of organics, including food waste, be diverted from the landfill and composted. Both UVDS and NRWS can provide dedicated food waste collection bins.

3. Assign staff to monitor diversion (recycling, green waste and composting) and ensure recyclables are not ending up in the trash, and vice versa. Staff should request and review diversion report from waste management company annually.

Green Note: The goal is to have a diversion rate of 75% or greater, excluding pomace, which artificially inflates the diversion tonnage. Napa County estimates that more than 90% of waste produced by wineries is recyclable/compostable.

4. Recycle all paper, glass, metal, cardboard and hard plastics accepted in your area.
5. Consolidate and recycle stretch wrap with the **Zero Waste Collective**.

Green Note: Drop off stretch wrap to one of the **two (2) available ZWC locations**, where they will bale the “CLEAN” stretch wrap and store the bales until they have enough to fill a TREX truck, who will then pick-up and repurpose that plastic to make decking and outdoor furniture.

6. Recycle wood, including pallets, or return to vendor.
7. Pair recycling bins with trash bins in both back and front of house, including outdoor hospitality areas.

Green Note: The County, in partnership with waste providers, will provide you with free plastic recycling bins and signage as needed (as well as free food compost bins for NCRWS/NRWS customers). See Napa Green Resources for available bins and signage and how to order.

8. Recycle natural cork.

Green Note: Natural cork can be put in the green waste bin to be composted. Alternately, you can upcycle cork with [ReCork America](#), or by returning to cork vendor.

9. Compost landscape trimmings and debris, as well as pomace, either onsite or with waste management company.
10. IF bags are used for recycling use clear bags to assist with sorting onsite and at the recycling facility, and reuse bags when possible.
11. Post bilingual signs on/near dumpsters on what materials can and cannot be disposed.
12. Make two sided printing and copying standard practice in your business (set printers and copiers to default to duplex printing). Make single-sided the exception instead of the rule.
13. Evaluate bottling operations for opportunities to reduce waste.
14. Keep waste and recycling bins/dumpsters closed and impermeable to rainwater.

Recycling & Composting – ELECTIVE (Must Implement 4 of 13)

1. Set a diversion goal (percentage of recycling, green and organic waste diverted from the landfill), encourage employee ideas and feedback and share regular updates on progress toward goal.
2. Consolidate and recycle 100% tin or aluminum capsules.

Green Note: Capsules with plastic liners are not recyclable. Tin and aluminum capsules cannot be recycled at municipal facilities so they must be consolidated and sent to dedicated facilities for recycling.

*If you are using tin capsules, connect with the **Teacher Resource Center** to collect and recycle capsules. They utilize the revenue from **Keystones Capsules**, which purchases and recycles the tin, to provide school supplies for local teachers.*

3. Eliminate the use of screw caps (if relevant).

Green Note: *Most screw caps have a plastic liner, which makes them unrecyclable. Even for pure metal screw caps, they fall through the conveyor belt at recycling facilities and are almost never recycled.*

4. Collect lees and have a vendor pick up for reuse (e.g. Lees Solutions).

Green Note: *If you have a septic system, not collecting lees will clog the system faster, requiring more frequent maintenance.*

5. In the lunch/break room, replace disposables with permanent ware (mugs, dishes, utensils, etc.) and use refillable containers for sugar, salt pepper, etc. to avoid individual condiment packets.
6. Eliminate paper hand towels in restrooms by providing reusable hand towels or installing air hand dryers.

Green Note: *If paper towels are used they can be collected separately for compost.*

7. For events, use reusable dishware when possible. If disposable dishware is necessary, use recyclable or compostable options (require the same of caterers).

Green Note: *If using compostable materials make sure they are BPI Certified and accepted by your waste provider. For example, UVDS does not currently accept rigid compostable plastics.*

8. Use electronic billing methods to invoice customers and receive payment.
9. Sign up for e-statements rather than paper statements.
10. Reduce junk mail and catalogs.

Green Note: See **PaperKarma.com** or **CatalogChoice.org**.

11. Use **Polycarbin** to upcycle lab plastics.

Green Note: Polycarbin Recycling.

12. Increase the life of barrels and keep them in a closed loop, ensuring they never get thrown away.

Green Note: H&A Barrel Management

13. Certified TRUE Zero Waste

Green Note: The TRUE Zero Waste certification recognizes businesses that exceed 90% waste diversion, and provides added levels of recognition for even higher diversion.

Purchasing & Supply Chain – CORE

These standards are required.

1. Contact your core suppliers and share your sustainability commitment. Request that they prioritize materials/ products that are made from post-consumer recycled material/ reusable/ recyclable /compostable /biodegradable /non-toxic.

Green Note: As the supply chain sees increased demand for "green" products they will be motivated to create more and better sustainable products.

2. Purchase copy, computer and fax paper with minimum 30% post consumer waste.

Green Note: Post-consumer waste (PCW) is waste produced by the end consumer of a material stream. Commonly, it is the waste that individuals routinely discard for recycling. Post-consumer waste is distinguished from pre-consumer waste, which is the reintroduction of manufacturing scrap (such as trimmings from paper production, defective aluminum cans, etc.) back into the manufacturing process.

3. Purchase janitorial paper (toilet paper, tissues, and paper towels) with minimum 30% PCW.
4. Print the majority of marketing materials on paper containing a minimum of 30% PCW recycled content.
5. If you use disposable bags and/or boxes for wine sales in the tasting room ensure they are made with minimum 30% PCW.
6. Eliminate single-use plastic bottles of water for employees and guests.

Green Note: Less than 10% of plastic is recycled, ending up in landfills or the ocean. Recent studies have found plastic bottled water contains high levels of nanoplastics, dangerous for human health. The quality of bottled water is often lower than tap water (or is tap water), but as much as 3,000x the cost.

7. Eliminate the use of polystyrene, such as Styrofoam.

Green Note: Exceptions allowed for large-format bottles and summer shipments ONLY. If you use a third-party shipping company you must require that they adhere to these standards. The resource on “Shipping Recommendations” provides a list of materials recommended by Napa Green wineries. Styrofoam cannot be recycled by municipal recycling facilities, contains toxic chemicals, and persists in the environment/landfill for 500-1,000 years.

8. Centralize all office and bathroom purchasing to eliminate unnecessary purchases and ensure that environmentally preferable purchasing policies are followed.
9. Wherever possible commit to eliminate the use of single-use plastics (e.g., cups, bags, tasting room products).

Green Note: Less than 10% of plastic is recycled, ending up in landfills or the ocean.

10. Purchase green cleaning products that are environmentally preferable (e.g., non-toxic, biodegradable).

Green Note: Examples include: Ecos, Seventh Generation, Mrs. Meyer's, Method or other Green Seal or Safer Choice certified options. One service our team uses is Grove Collaborative.

11. Meet with your cleaning staff to ensure they are aware of your environmental commitment and cleaning product policies and that they are using the products provided. If you hire an outside service make sure they are purchasing green cleaning products.

Purchasing & Supply Chain – ELECTIVE (Must Implement 3 of 11)

1. Adopt a written environmentally preferable (or green) purchasing policy.

Green Note: In the Napa Green Member Resources/ there is an Environmentally

Preferable Purchasing Overview and adaptable EPP Policy Template.

2. Purchase shippers made with minimum 50% post consumer recycled content.
3. Remodel/build with materials containing recycled content.
4. Purchase office/copier paper with 50-100% PCW.
5. Purchase envelopes with minimum 50% PCW recycled content.
6. Purchase business cards with minimum 50% PCW recycled content.
7. Purchase cardboard made with at least 50% PCW recycled content.
8. Provide a customer card in shipments sharing recycled content/environmental benefits of shipping materials.
9. Purchase unbleached and/or chlorine-free paper products (paper towels, napkins, coffee filters, etc.).
10. Print promotional materials with vegetable or other low-VOC inks.
11. Purchase refilled or remanufactured laser and copier toner cartridges.

CLIMATE ACTION

Every element of our standards are tied to climate action. Leading practices for water and energy efficiency, reducing waste, green purchasing, cultivating soil health and biodiversity, and caring for and engaging teams all relate to reducing and drawing down emissions and building more resilient farms and businesses.

While nearly every piece of the Napa Green Vineyard and Winery leadership roadmaps are climate-smart, there are additional steps that can be taken specifically for climate action, including installing renewable energy, investing in electric fleets and EV chargers (leveraging rebates from MCE), and serving as educators and convenors for broader industry and community action and adoption.

We've created an explicit "Packaging & Distribution" element within Climate Action because this is the clearest area of opportunity to reduce your carbon footprint. As mentioned, 40-60% of vineyard and winery emissions are attributable solely to packaging and distribution. So we work with members to explore opportunities like lightening glass weight, using recycled glass, phasing out wood boxes, piloting kegs in tasting rooms, and more.

Lighten Up! We know glass light-weighting isn't the only opportunity, but manufacturing glass is energy intensive, so as you reduce glass use you can reduce material costs, the number and cost of shipments to and from the winery, significantly reducing emissions. Note that Jancis Robinson now calls out the weight of every bottle she reviews, and Karen MacNeil will no longer review wines in heavy bottles. Groups from Verallia to Global Package to M. A. Silva are now offering light-weight bottle options.

Glass Reuse: We are also exploring opportunities to partner with Revino to get a viable closed-loop reusable glass system established, leveraging the lessons and success they've had in Oregon. Challenges: Moving to standardized molds and wash-off labels.

Can Wine Really Make a Difference? You make one of, if not the, highest value agricultural product. There are media and journalists dedicated to covering wine quality and innovation, many of them focused on how we will navigate the changing climate. Evidence shows that employees who work for sustainable and "green" businesses are happier, more dedicated, and often take these practices home with them, broadening the impact. In addition, we have the rare and incredibly valuable opportunity to sit down with guests and share inspiring stories.

Our leadership gets noticed and influences the broader agricultural and beverage sectors. We have a powerful platform to motivate a domino effect of change, and an onus to leverage this platform. **If not here, where? If not now, when?**

Leadership Opportunities – ELECTIVE (Must Implement 3 of 10)

1. Enroll vineyards in the cutting-edge [Napa Green Vineyard program](#), the first sustainable winegrowing certification to provide a science-based leadership roadmap for regenerative viticulture, climate action, and social justice, diversity & inclusion.

Green Note: *You receive two (2) credits for being comprehensively certified Soil to Bottle. [More information and enrollment here.](#)*

2. Complete a Greenhouse Gas (GHG) inventory to baseline and track emissions, and understand priority areas for improvement.

Green Note: *Napa Green conducts a Scope 1&2 inventory, and baselines and tracks soil carbon sequestration for certified vineyards. In addition, Napa Green has a consultant that can work with your team to complete the Scope 3 inventory.*

3. Set an ambitious emissions reduction target (20% or greater) over the next three years.
4. Join [International Wineries for Climate Action](#), meaning you're committing to an extremely rigorous GHG inventory, as well as onsite renewable energy that provides minimum 20% of electricity use.

Green Note: *You receive three (3) credits for being an [IWCA member](#).*

5. Join [Porto Protocol](#) to share your commitment to climate action with the international wine community.
6. Offer vegetarian/plant-based options for meetings and company events.

Green Note: *[Reducing meat consumption is one of the most meaningful ways individuals can reduce their carbon footprint.](#)*

7. Purchase carbon offsets for all business travel and wine shipments.

Green Note: *Ensure "Gold Standard" offsets through groups like [Cool Effect](#), [Terrapass](#), and [Ecologi](#).*

8. Use [Earth First Ecommerce](#) to reduce Internet-based emissions, get green hosting, and offset remaining server emissions.

Green Note: *If the internet were a country, it would be the 6th largest consumer of electricity on the planet. Digital technologies will represent almost 8% of greenhouse gas emissions by 2030.*

9. Install carbon capture technology for reuse at the winery or regional resale.

Green Note: [Earthly Labs](#) has implemented carbon capture pilots at Trefethen Family Vineyards and Opus One Winery.

10. [Donate directly to Napa Green](#) a 501(c)(3) non-profit, or participate in a consumer facing giveback campaign (e.g., [Cheers to Climate Smart Wines](#)), and donate a percentage of a certified SKU or tasting room fees to Napa Green.

Green Note: [Donate directly!](#)

Renewable Energy – ELECTIVE (Must Implement 1 of 7)

1. Don't "solarize your inefficiencies." Maximize energy efficiency before installing solar energy, in order to reduce the footprint and cost of the array, and ensure it can provide the majority of your winery electricity use.
2. Install PV solar array. Specify system size.

Green Note: *Note that you receive three (3) credits for renewable energy generation. See resources [Solar Installation Considerations](#) | [Solar Monitoring & Maintenance](#).*

3. Install solar thermal hot water.

Green Note: *Note that you receive three (3) credits for renewable energy generation. [ErgSOL has designed and installed solar thermal systems for wineries.](#)*

4. Install other renewable energy (e.g., wind turbines, geothermal).

Green Note: *Note that you receive three (3) credits for renewable energy generation.*

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Green Note: Note that you receive three (3) credits for renewable energy generation.

6. If you are a Marin Clean Energy (MCE) customer enroll in their “**Deep Green**” program, guaranteeing that 100% of your grid electricity comes from renewable sources, primarily CA wind and solar.

Green Note: You receive two (2) credits for enrolling in the “Deep Green” program. The price premium is ~\$0.01 per kWh. The MCE contact is Chris Kubik, ckubik@mcecleanenergy.org, who can provide an exact estimate of cost.

7. If you opted out of MCE and PG&E is still your electricity provider, join the PG&E Solar Choice or Regional Renewable Choice program, purchasing renewable energy to match 100% of energy use.

Green Note: You receive two (2) credits for investing in 100% grid renewable energy.

Transportation & EVs – CORE

These standards are required.

1. Wineries with 50 or more full-time employees must participate in the **Bay Area Commuter Benefits Program**. Smaller wineries may want to consider implementing commuter benefits as well.

Green Note: [Additional information and Employer Guide](#)

Transportation & EVs – ELECTIVE (Must Implement 1 of 7)

1. Convert company vehicles to low emission vehicles (electric, hybrid or alternative fuels).
2. Offer electric vehicle recharge ports for visitors and employees.

Green Note: Note that you receive two (2) credits for installing an EV charging ports. **MCE offers rebates for EV charger installation.** To learn about ADA compliance when installing EV ports see these excerpts from the CA Building Code on “**Accessibility Regulations for EV Charging Stations**” with relevant sections highlighted.

3. Offer designated parking for electric vehicles.
4. Provide secure bicycle storage for staff and customers.
5. Provide employees with alternative transportation options (e.g. vanpool or shuttle service).
6. Generate nitrogen onsite, eliminating the need for deliveries.
7. Offer a wine purchase discount or incentive to groups of four or more guests who have carpooled or taken shared transportation.

Packaging & Distribution – CORE

These standards are required.

1. Do not use wooden wine shippers for the majority of wine shipments (<25% of shipments).

Green Note: *Members who have made this shift have had significant packaging cost savings, reduced shipment costs and associated shipping emissions, reduced breakage, and received Thank Yous from customers. Picking up heavy boxes presents a worker and customer health & safety risk. These boxes are made from trees (our largest terrestrial carbon sink) and are not recyclable/compostable via traditional municipal waste management.*

2. Require that delivery vans not idle while loading or unloading.

Green Note: Idling for 10 seconds uses more fuel than turning off the engine and restarting it.

3. Minimize air shipments. Emissions from air shipments are dramatically higher than rail, container ship, or truck, not to mention higher costs. Evaluate the emissions footprint of different delivery and shipment options (e.g., Glass transported by truck from Mexico may have a higher emissions footprint than glass transported by container ship from China).

Green Note: *Rail typically has the lowest footprint. The emissions generated from air shipment have been found to be up to 80x greater than the emissions from shipping by sea or truck.*

4. Majority of glass bottles (>50%) under 600 g. See Elective option below for added credit for lower bottle weights.

Green Note: LCBO has set bottle weight limits for imports of 420 g (non-hock) and 460 g (hock). In 2023, Sustainable Wine Roundtable launched a Bottle Weight Accord, with signatories including Naked Wines, Whole Foods, Systembolaget, to reduce bottle weights to 420 g by the end of 2026. Jancis Robinson lists the weights of all bottles she reviews, and Karen MacNeil will not review heavy bottles.

Packaging & Distribution – ELECTIVE (Must Implement 3 of 12)

1. Use biodegradable liners with comparable insulation and protection to Styrofoam..

Green Note: Green Cell Foam.

2. If you use ice packs, use drain safe options.

Green Note: Nordic Drain Safe.

3. Lighten glass weight of one or more SKUs.

Green Note: You receive two (2) credits for red bottles <550g and/or white bottles <475g. Lighter glass reduces the materials and emissions to manufacture glass, reduces emissions to deliver glass, and reduces the number and weight of shipments to customers/distributors/retailers, reducing costs and emissions. Several glass manufacturers and suppliers are creating lighter glass lines (e.g., Verallia: and Global Package.)

LCBO has set bottle weight limits for imports of 420 g (non-hock) and 460 g (hock). In 2023, Sustainable Wine Roundtable launched a Bottle Weight Accord, with signatories including Naked Wines, Whole Foods, Systembolaget, to reduce bottle weights to 420 g by the end of 2026. Jancis Robinson lists the weights of all bottles she reviews, and Karen MacNeil will not review heavy bottles.

4. Sign up to pilot reusable glass with Revino.

Green Note: We are exploring opportunities to partner with Revino to get a viable closed-loop reusable glass system established, leveraging the lessons and success they've had in Oregon. Challenges: Moving to standardized molds and wash-off labels. Email anna@napagreen.org if interested.

5. Purchase natural cork for the majority of closures.

Green Note: *Natural cork is the most sustainable closure because it is made from an endlessly renewable resource, the cork forests serve as a carbon sink, biodiversity hotspot, and prevent desertification, and natural cork is compostable or up-cyclable, unlike the majority of synthetic corks and screw caps.*

6. Eliminate the use of capsules.

Green Note: *The majority of capsules are not recyclable due to plastic liner, and pure aluminum or tin capsules are only recyclable at specialized facilities not accessible to customers. Capsules are made from mined metals. Metal mining causes significant environmental degradation and worker/community health risks.*

7. Eliminate the use of screw caps.

Green Note: *The majority of screw caps are not recyclable due to plastic liner, and pure metal caps fall through the conveyor belt at recycling facilities and are rarely captured for recycling. Screw caps are made from mined metals. Metal mining causes significant environmental degradation and worker/community health risks.*

8. Purchase glass bottles made from 100% recycled content.

Green Note: *Estal Wild Glass* and *Local supplier Global Package*.

9. Use kegs in the tasting room and/or for restaurants.

Green Note: *Tablas Creek reported that shifting to kegs in the tasting room had an ROI payback of under 18 months.*

10. Experiment with bag-in-box (BIB) for wines that do not require aging.

Green Note: See *Tablas Creek story* and resources from the *Alternative Packaging Alliance*. *BIB cardboard must be separated from plastic for recycling, and the plastic membrane is not recyclable. However, the significant materials and emissions reductions still makes BIB a net climate win.*

11. Switch to *ECLIPSE Stretch Film*, which does not degrade to create microplastic pollution, and can be recycled the same as traditional film wrap.

12. Include a note/information in shipments about the environmental benefits of your packaging/distribution, and provide guidance on how to recycle the packaging.

Green Note: *It may seem obvious but it is still important to share that glass should be recycled, and is infinitely recyclable. On average, only 30% of glass is recycled in the U.S.*

Pollution Prevention – CORE

1. Ensure key staff are signed up to receive **Air District Spare the Air** alerts.

Green Note: *The goal is for appropriate staff to be aware when fireplaces and firepits (where applicable) should not be in use due to poor air quality.*

2. Use Integrated Pest Management (IPM) practices. Records shall be kept of the pest control techniques the property is using. If contracting with a pest control operator, specify in contracts the use of IPM (including non-chemical pest prevention with no perimeter spraying), or choose a pest management provider and service that is IPM-certified.

Green Note: *Do not use sticky traps as these trap unintended wildlife, including birds and lizards. Do not use rodenticides as they are indiscriminatory in the animals that they kill if directly or indirectly ingested, including dogs, cats and raptors, and bioaccumulate in the ecosystem. For IPM contractors see **EcoWise Certified**, **Green Shield Certified**, or **Quality Pro Certified**.*

3. Eliminate the use of Roundup for weed control. All herbicides, insecticides, and/or fertilizers are natural or Certified Organic.
4. Properly store and dispose of Universal Wastes as required by law. Designate a covered storage area for spent U-Wastes, posting a sign and notifying employees of the area.

Green Note: *Examples Include: Batteries, Fluorescent lamps/tubes, mercury-containing items, pesticides, E-waste, paints/solvents.*

5. Properly dispose of excess paint/solvents (take to a hazardous waste collection site).
6. Use no products with added antibacterial agents, such as triclosan. This includes products used for hand washing, dishwashing and cleaning.

Green Note: *Triclosan is an antibacterial and antifungal agent found in consumer*

products, including soaps, detergents and cleaning products. Use of Triclosan and other antibacterial compounds may result in contamination of the nation's waterways, with Triclosan being the most prevalent contaminant not removed by typical wastewater treatment plants.

Hand sanitizers: The majority of hand sanitizers should no longer contain Triclosan (see article, "US FDA finalizes hand sanitizer rule"). However, given that hand sanitizers of varying quality have been flooding the marketplace please validate key ingredients.

7. Recycle used inkjet and toner cartridges. You can often bring these into stores like Best Buy and Office Depot for recycling.

LEADERSHIP & SUSTAINABILITY ENGAGEMENT

Commonly, only a few winery team members are involved in the Napa Green certification process. From there it is critical that the broader team is engaged in Napa Green commitments, and empowered in contributing to company sustainability and climate action. It is critical that leadership establish that sustainability is part of the DNA of the organization, ideally creating team and business KPIs for resource efficiency, emissions reduction, and cost savings that can be reinvested in continuing improvement.

It is particularly important that communications, sales, and hospitality staff understand what it means to be Napa Green certified and feel confident to share this information with guests, wine clubs, distributors, retailers, and trade. This is critical to fully leverage the value of your certification. Team members can leverage our [Climate Smart Talking Points](#) and [Ambassador Training](#).

There is established and growing evidence that consumers want to support values-driven businesses:

- 82% of consumers want companies to demonstrate how they are following through on their promises to people and the planet, according to a survey of over 7,000 U.S. adults from Porter Novelli's 2023 Purpose Priorities Report, while 76% believe companies should have programs that address environmental sustainability.
- Consumer Packaged Goods (CPG) products marketed as sustainable are growing nearly 2x as fast as non-sustainable counterparts, according to the NYU Stern Center 2022 Sustainable Market Share Index, which tracks national purchasing data across 36 CPG categories.
- While over 66% of consumers say they will pay more for an environmentally sustainable product according to the 2023 Business of Sustainability Index, a survey of more than 1,000 U.S. consumers, nearly 80% say they don't know how to identify these companies and products.

Team Empowerment Success Stories

St. Supery brought together their team and asked for input and ideas to improve water efficiency. They shared baseline water use metrics and targets. They implemented suggestions and shared feedback on achievements, even generating some inter-department competition. Within two years they were able to reduce water use by more than 20%.

Cakebread Cellars created an in-house system that engaged the hospitality staff to accurately track daily recycling and composting. They installed Big Belly Solar compactors to reduce the frequency of waste and recycling pick ups. They ultimately

achieved >90% diversion, saved over \$35,000 (and counting), and reduced emissions from trucks on the road.

Team Engagement & Communicating Sustainability – CORE

These standards are required.

1. Owner and Management Commitment: Have a sustainability commitment/mission statement and/or environmental policy that is publicly available outlining company green business practices.

Green Note: *A top down commitment to sustainability and regular communication on goals and achievements is necessary to ensure everyone on the team understands that this is a priority.*

2. Add a sustainability section to your website showcasing your Napa Green certification and sustainable and climate-smart practices. Consult the Member Resources page for logos and logo use guidelines.

Green Note: *Some examples include [Silver Oak](#), [Clif Family Winery](#), [Spottswoode Estate](#), and [Brooks Wine](#).*

3. Staff is assigned to manage ongoing implementation of the Napa Green Winery certification, ensuring implementation of Action Plan and continuing improvement.
4. Share Integrated Resource Assessment slides & report, as well as the final Action Plan, with key leadership and management. It is critical for leadership to be aware of Napa Green resources, recommendations, (including baseline metrics), and certification commitments, which can be leveraged in both internal and external communications.

Green Note: *Please provide Napa Green with the leadership/management emails and we will share the resources and cc you. Alternatively, if you would rather send the email please cc megan@napagreen.org in case of leadership questions.*

5. Establish a “Green Team” that can help lead continuing improvement.

Green Note: *See the resource on “[Cultivating a Green Team](#).”*

6. Hold monthly/quarterly staff “tailgates” (or combine with other regular staff meetings) to share sustainability priorities and progress (including specific goals or

targets). Request staff input and suggestions for continuing improvement. Document meeting dates and attendance.

7. Employee onboarding includes communication and resources on Napa Green programming, sustainability and environmental stewardship priorities and activities.

Green Note: Any team members implementing practices related to Napa Green Winery standards need an introduction to the certification and commitments. This can be led by Napa Green team lead.

8. Have key hospitality and sales staffs complete the **Napa Green Ambassadors training**.

Green Note: Recordings available online: **<https://napagreen.org/napa-green-ambassadors-training/>**, and live webinars/workshops offered quarterly.

9. Regularly share sustainability/environmental stewardship continuing education and training opportunities (this includes online webinars and workshops) and encourage attendance when practical, covering costs if applicable. Keep documentation of sharing these opportunities.

Green Note: Some examples of free trainings and workshops: **Napa Green events**, **Strength in Diversity Achieving Meaningful Change for Business Success in the Wine Industry**; **Sheep in the Vineyard Workshop Recordings**; **Porto Protocol Climate Talks**

10. Inform your customers about what you are doing to be green. Examples: Train your employees to talk about sustainable grape growing and winemaking; Add sustainability information to your tasting sheet and/or other communications materials; Highlight your green efforts on your website; Incorporate sustainability information into tours; Display a **Napa Green Certified Sign**.

Green Note: Once you are certified post the Napa Green Certified Winery certificate and/or poster in a visible location; highlight Napa Green certification on your website and link to NapaGreen.org; Hang your Napa Green Certified metal sign(s)

Team Engagement & Communicating Sustainability – ELECTIVE (Must Implement 2 of 6)

1. Use the Napa Green Winery logo on your bottle label.

Green Note: For eligibility information and Label Use application go to <https://napagreen.org/member-resources/>. Please note that the Label Use application needs to be submitted for each new vintage.

2. Have a sustainable management outline/plan you update at least every three years including: includes:
 - Future vision for your company and how your company will grow sustainably
 - Resource conservation/efficiency goals and targets including specific activities/ practices and/or policies
 - How your company will enhance or contribute to the community and positively impact the environment
3. Have a recognition or incentive program for employees that make notable contributions to improve resource efficiency (saving water, energy, reducing waste – some operations tie to specific KPIs).
4. Organize educational field trips related to environmental stewardship at least twice a year.

Green Note: An example is a tour of a recycling facility.

5. Share a Napa Green/sustainability practice or story on social media minimum monthly.

Green Note: Use hashtags: #NapaGreen #NapaGreenCertified Tag Napa Green in your posts: Instagram [@NapaGreen](https://www.instagram.com/NapaGreen) Facebook [@NapaGreenCertified](https://www.facebook.com/NapaGreenCertified)

6. Encourage strategic contacts at other wineries to pursue Napa Green Winery and/or Vineyard certification and have provided some guidance on the certification process.