WINE GB
GREAT BRITAIN

SUSTAINABLE WINES OF GREAT BRITAIN

RULE BOOK

2026

WINE GB

SUSTAINABLE WINES OF GREAT BRITAIN

Contents

3 Introduction

3 Mission and Vision

4 Key Terms

6 Membership

7 Fees

8 Roles and Responsibilities

11 The Budget

12 The Annual Community Conference

14 Objectives of SWGB

16 SWGB Guidelines

18 SWGB Process Timeline

19 The Data Hub

26 The Audits

27 Guidance

27 Privacy Notice

28 The Carbon Calculator

29 Promoting the Scheme

30 Summary

31 Acknowledgements

Introduction

Founded in January 2019, Sustainable Wines of Great Britain (SWGB) is a service to WineGB members that seeks to inform them on sustainable issues and encourage them to become environmentally and socially sustainable in their production of wine in the UK. The scheme has an opt-in certification which includes audits to verify members are meeting the standards set by SWGB.

This Rule Book is designed to be an 'operation manual' for SWGB, so that all the Scheme stakeholders can clearly understand how SWGB functions. This is the second version of this document after significant changes have happened to the scheme in order for it to be more streamlined. These changes were decided and agreed by the Sustainability Council of 2024-2026.

Mission and vision of SWGB

Our vision statement is:

To create a strong and vibrant community within the English and Welsh wine industry that actively promotes sustainability through information sharing, research and a certification scheme that is inclusive, effective and well-respected by our customers

Our mission statement is:

To secure sustainability at the heart of UK wine production.

Key Terms

Members

- Any WineGB Member who signs up for SWGB and is paying their SWGB fees.

Certified Members

- SWGB members who have passed their audits and hold in-date certificates.
- Vineyard certified - only had audit on vineyard,
- Winery certified - only had audit on winery,
- Fully certified - both vineyard and winery certified. If wine is made elsewhere, members can still be fully certified if the winery they use is certified.

Scheme Manager

- The WineGB executive team member responsible for the managing, running, and improving of SWGB.

Audit (desk)

- a non-biased, independent inspection of a members' data as submitted via the members' account as per the SWGB standards and requirements.

Audit (site)

- the scheme manager comes to site to check all data provided was legitimate, discuss the scheme and next steps with the team, and provide an extra layer of validation to the desk audit results.

Minimum Standard (MS)

- The mandatory requirements in order to pass the scheme (whether your first or subsequent audit).

Best Practice (BP)

- Optional standards, these are considered industry best practice.
- Once you are going for your second Gold audit and beyond, it is expected to see evidence of BP.

Evaluation and Planning (E&P)

- Reviewing your current processes and statuses and target setting for improvement.
- Compulsory for Gold audit and beyond.

Modules or Sections

- Areas of SWGB
- Vinegrowing, Winemaking, and People (People sits under 'business' on the hub)

Data Hub

- Online database for members' to submit their data according to the SWGB guidelines. The space is also where the auditor will upload completed audit reports.

Working Groups and the Sustainability Council

- Volunteer groups of members responsible for discussing SWGB issues, ensuring the scheme remains up-to-date and inclusive.

Membership of the Scheme

Membership of the Scheme is restricted to producer members of WineGB.

Members are required to:

- Work towards the Scheme mission, vision and objectives by complying with the minimum standards and evaluation & planning scheme guidelines, and aiming to achieve the best practice guidelines, through a process of continuous improvement.
- Upload evidence and data for this activity onto the SWGB Data Hub.
- Submit to an audit by the independent Auditing Partner within three years of joining, then every three years thereafter.
- Host the scheme manager on site in order to complete site audit once during audited period (once every three years) if requested.
- Pay their SWGB membership fees, on joining, and yearly, at the start of the calendar year

Members are encouraged to:

- Join the SWGB Sustainable Vinegrowing, Winemaking Groups, and People Working Groups in order to further develop the SWGB Sustainability Scheme and improve our industry's understanding of sustainability issues, and develop the SWGB Sustainability Scheme.
- Promote the SWGB Trade Mark by displaying it on their bottles (labels or capsules), website and other promotional material, and by generating press releases
- Join annual ACC and get involved with other SWGB events and initiatives
- Contribute to research projects, reports and questionnaires for industry reporting, and content for sustainability newsletters, webinars, and educational materials.

Fees

SWGB fees are charged annually in addition to your WineGB fees.

Your fees cover the cost of your audits and nothing else. If you do not pay your fees, you are in breach of the terms of your SWGB certification. You must be a WineGB member, up-to-date on all your SWGB and WineGB fees, and pass your audits in order to retain your certification.

The cost of doing SWGB depends on your size. Your WineGB band will determine your SWGB fee band. You are charged per account.

Vineyards:

WineGB Band	Hectarage	Fee
0-2	0-3ha	£150
3-9	3.1-10ha	£200
10-27	10.1+ ha	£250

Winery:

WineGB Band	Litres of Production	Fee
0-2	0-9000L	£150
3-9	9,001-30,000L	£200
10-27	30,001L +	£250

Roles & Responsibilities

SWGB is governed by the SWGB Council, which is responsible for delivering the vision and mission, applying the Rule Book, and implementing all agreed decisions. The Council is supported by various working groups, each contributing to the scheme's development and execution. The Council comprises the Chair and Vice Chair of each working group, representatives of the founding members of the scheme, with the Chair of SWGB also serving as a representative on the WineGB board. Oversight of all groups and the implementation of agreed changes is managed by the SWGB Scheme Manager, an employee of WineGB, who ensures the scheme maintains momentum and stays on track.

The roles and responsibilities of the Chair are as follows:

- Chair SWGB Council Meetings
- Support the Scheme Manager
- Propose goals and strategy
- Allocate the budget
- Liaise with WineGB Directors and other advisory committee groups
- Support members and resolve conflicts

The roles and responsibilities of the Council and Working Groups are as follows:

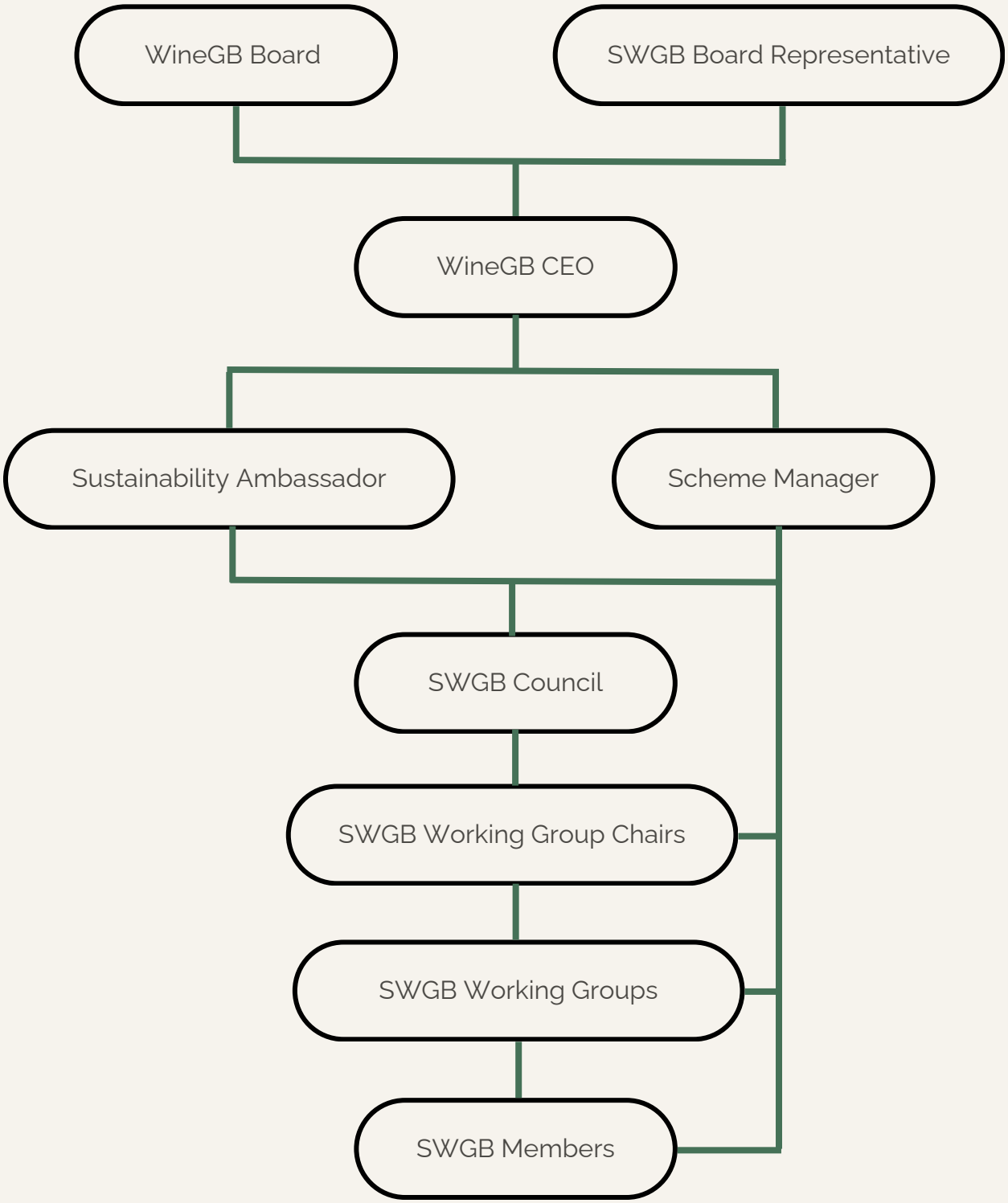
- Attend at least 50% of council and working group meetings
- Contribute to discussions on aims, objectives, plans, and decisions throughout the scheme - bringing industry expertise
- Promote SWGB
- Support the working groups progress
- Contribute to research projects, reports and questionnaires for industry reporting, and content for sustainability newsletters, webinars, and educational materials.

The roles and responsibilities of the Scheme Manager are as follows:

- Organise all SWGB meetings and generate and distribute the agenda and minutes
- Ensure the implementation of the SWGB meetings and communication strategies
- Maintain and update the reference editions of The Rule Book, Scheme Guidelines, Data Hub and Guidance Manuals
- Support Members in meeting Scheme Guidelines, and the Auditing Partner in completing audits
- Meet the target figures, as set by the WineGB board, for retention, recruiting new Members, and member engagement
- Maintain a database of Members, monitoring and encouraging their progress through the Scheme
- Maintain the relationships with third-party providers, ensuring that their services are kept up-to-date with SWGB standards
- The promotion of the Scheme to trade and consumers
- Support the Sustainable Working Groups, so that they meet their function
- Ensure Working Groups contribute to research projects, reports and questionnaires for industry reporting, and content for sustainability newsletters, workshops, vineyard/winery events, webinars, and educational materials.
- Support Sustainable Working Group meetings and the Annual General Meeting
- Take overall responsibility for the development of the website information pages
- Write regular Sustainability newsletters for the WineGB Membership
- Create resources to support SWGB members and the wider WineGB membership with their sustainability path.
- Complete in-person site audits once members have been certified for at least one year and produce reports to be moderated by third party auditors.
- Consult members and industry experts regarding improving the scheme.

SWGB Organisational Chart

Communication routes and reporting and decision making



Click here to view the current council

Click here to view the current certified members

The Budget

SWGB is a service offered to WineGB members, the principle under which it operates is that it is financed through Member fees and the wider WineGB budget. The additional fee that SWGB Members pay only covers the cost of the third party audit and site audits, the cost of these audits are spread out over three years . The rest of the SWGB costs are covered by the sustainability department budget. This includes: the maintenance of the carbon calculator and data Hub, site audits, and the administration and audit support from the SWGB manager. SWGB does not have direct sponsorship and the fees do not cover the costs of the programme so wider funding is essential for the running of the scheme.

SWGB expenditure:

- Scheme manager salary and expenses
- SWGB Ambassador fees and expenses
- Carbon Calculator tool
- Data Hub
- Auditor Project Management
- SWGB Site Audits
- SWGB events

The Annual Community Conference (ACC)

The Annual Community Conference (ACC) is a structured gathering held each year to ensure transparency and open communication across the Scheme.

Its purpose is to bring all Members together (either in person or online) to present progress, discuss developments, and help shape the future direction of the programme. The ACC also serves as a key touchpoint for accountability, collaboration, and continuous improvement.

At each ACC, the full set of proposed changes made to the Scheme since the previous cycle is presented and explained. This ensures Members understand how and why the Scheme has evolved, and how updates may affect their operations. The meeting also provides a dedicated forum for Members to:

- have their say on any proposed changes,
- raise queries,
- ask questions,
- submit requests or suggestions for future improvements.

The ACC must address the following principal matters:

- The meeting welcomes new Members and celebrates awards of the Certification Mark. It also updates members on the Scheme Objectives, Rule Book, and Guidelines.
- Changes to Guidelines cannot result in the revocation of Certification Marks awarded within the previous three years.

- A ‘conversion period’ of up to three years may be granted when new Standard Guidelines are adopted.
- Any structural changes to the scheme.
- Members agree on themes for webinars, workshops, and newsletters for the coming year.
- The meeting discusses plans for promoting the Scheme and Members’ wines to customers and consumers.

Housekeeping:

- The ACC is organised by the SWGB Manager and takes place annually at an agreed time of year.
- It must be held at a location convenient for the majority of Members and must also be accessible online.
- Scheme Members, representatives of WineGB and the Auditing Partner are invited to attend.
- Attendance is free of charge, though fees may be charged for refreshments or for any event held after the meeting.
- The date of the ACC must be communicated to Members at least one month in advance, and the full agenda must be shared at least one week in advance.

Objectives of SWGB

In order to realise its vision, through implementing its mission, SWGB has agreed the following objectives:

Vinegrowing	Winemaking	People
• Maintain and improve soil health • Manage vineyard canopies and yields optimally • Minimise and optimise pesticide inputs • Conserve the vineyard (and surround) environment and promote biodiversity • Reduce vineyard varbon footprint per hectare • Reduce, re-use, and recycle vineyard waste	• Improve winery design to reduce environmental impact • Reduce the energy and water footprint per bottle of wine • Reduce the environmental impact of wine packaging • Reduce the carbon footprint per bottle of wine • Reduce, re-use, and recycle winery waste and wastewater	• Ensuring Fair, Transparent, and Inclusive Hiring • Building an inclusive and supportive for volunteers • Transparent and Equitable Practices in Hiring Contractors • Creating an equitable and diverse wine community • Respecting and supporting local community • Social responsibility declaration

As of 2026 SWGB includes social sustainability in the form of a People module in the scheme. This was decided because:

- Global Direction
  - The world is increasingly recognising the importance of social sustainability. To stay relevant and aligned with global expectations, SWGB must reflect this shift.

- Member Demand
  - Our members are calling for greater recognition of their efforts in social sustainability. Including a dedicated section will allow them to showcase their work and commitment in this area.

- Industry Expectations
  - Supermarkets and trade partners are raising the bar on sustainability, expecting comprehensive coverage, including social aspects. To remain a trusted and competitive standard, we must evolve accordingly.

- Systembolaget Requirement
  - Systembolaget had removed SWGB from its approved list and would not reinstate us unless we include a people-focused component. Addressing this gap is crucial to regain and maintain that key relationship for our members.

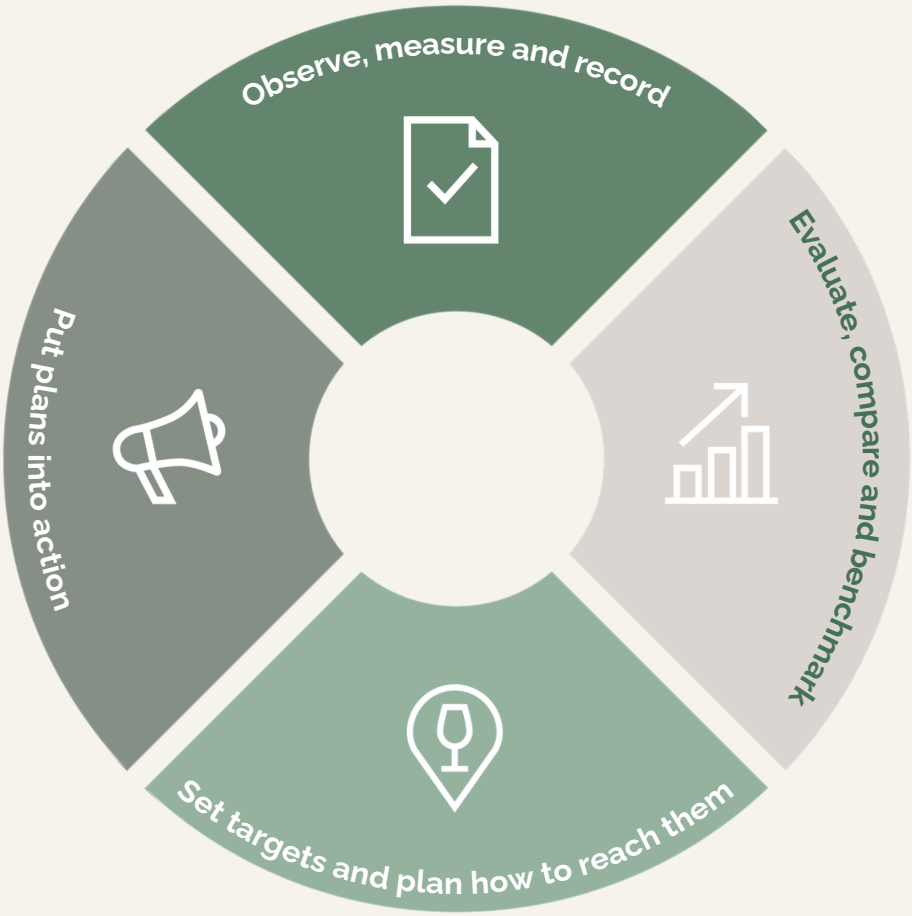
- Ethical Responsibility
  - Beyond external pressures, introducing a social/people section is simply the right thing to do. It reflects our values and commitment to a fair, inclusive, and responsible industry.

- Attracts Talent
  - The primary reason for incorporating 'people' into the scheme is the urgent need to attract talent into a growing sector, demonstrating rising standards across the industry.

SWGB Guidelines

In order to work towards these objectives, the Scheme employs three categories of Guidelines:

- **Minimum standard**, which must be applied for those who wish to produce wine for SWGB certification.
- **Best practice** is encouraged for those seeking Gold certification and expected for maintaining Gold status within the SWGB scheme. These practices are expected to evolve into the scheme's minimum standard guidelines over time.
- **Evaluate and plan**. These guidelines are compulsory for Members once they have successfully completed their first Scheme audit



The observe/measure/record activities (at the top of the cycle) form the basis of the Minimum Standard Guidelines. The results of this activity will generate data that will be evaluated, compared and benchmarked (without attribution) with that of the other members through the Data Hub. The next steps are to set targets, and draft plans to reach these targets, which can then be implemented. Subsequent to the first successful audit, members will be required to evaluate their practices and design an improvement plan/strategy in the following areas:

Vinegrowing	Winemaking	People
Soil health and vine nutrition	Winery buildings	Hiring
Vineyard floor management	Energy use	Volunteers
Vineyard canopy and yield management	Water use	Contractors
Estate conservation and biodiversity	Packaging	Company community
Waste management	Waste management	Local community
Carbon footprint reduction	Carbon footprint reduction	Social responsibility

These plans will be kept and updated on the SWGB Data Hub.

Sustainability council and working group members will be tasked with developing 'best practice' in their area; i.e. proposing new guidelines, targets, standards and systems so that all scheme members (but especially those in the lowest performing quartile) can work together to achieve the core objectives. Once fully developed (practical, realistic and auditable), 'best practice' guidelines will become 'minimum standard' for all members, with a conversion period, if appropriate.

SWGB Process Timeline

Week 1

Register interest in scheme with WineGB

Have introduction call with SWGB scheme manager

Sign up to SWGB data hub through 'My WineGB' account and carbon calculator, download and go through guidelines and rulebook.

Week 2

Log in to account and enter vineyard and winery information

Go through scheme questions and create to do list (work out what data you already collect, and what you do not in order to work out what you need to start recording.

Week 3

Start entering data into the hub

Collect missing data

Complete carbon calculator

When ready

Email scheme manager to let SWGB know you're ready for audit who will check for any missing information before you submit to the auditors, complete any required actions

Click 'Submit for audit' on data hub

2-4 weeks later

Auditors send any questions or clarifications directly on data hub

2-4 weeks after

Response time for member (continue this process until audit passed)

2-4 weeks after

Audit pass: Certificate and report sent to member by SWGB manager and added onto members' data hub. You will be asked for a quote, your logo and an image so WineGB can share your success on social media

6-24 months after

Scheme Manager conducts spot check site audits - you will be given 3-6 weeks notice. Site report audited with next desk audit data.

The Data Hub

The aims of the SWGB Data Hub are to:

- Assist Scheme Members in gathering, presenting, and storing the information and evidence required for audit
- Enable the benchmarking of Key Performance Indicators (KPIs) so as to help Members evaluate their performance with year on year data available to them
- Assist the Auditors in fulfilling their function, both to check evidence and to verify that there has been continuous improvement between subsequent audits
- The facility is private and secure, and allows Scheme Members to conveniently store the data, lists, diagrams, photos, tables, evaluations and strategic plans that they will need to improve their sustainability and successfully complete their audits. Although the audits are only carried out every three years, some of the Member information will need to be updated annually (members can upload information to the Hub whenever they wish).

Members

Through MyWineGB self-service, grower and producer members can join the SWGB scheme, manage all their data entry, submit for audit when ready, and view their archive of previous audits. Anyone who needs access to the SWGB hub functionality will need to have MyWineGB access enabled.

A grower can register as an SWGB Vine Grower only. A producer can register as either a Vine Grower or a Wine Maker or both. In order to access the People section, you must register for the Business module (no extra cost). You are able to complete this section per team (e.g. winery team, vineyard team, cellar door team, etc.) or as one whole group of employees. If you are registering as both a Vine Grower and a Wine Maker, it is important you complete your audits as close together as you can.

Any member contact with access to MyWineGB self-service can manage the SWGB scheme membership and data - if you do not have access, you must request your WineGB account owner to add you as a contact with MyWineGB access.

Registering for SWGB

If a grower or producer member is eligible to join the SWGB scheme, they will be able to select **Your Details > SWGB Registration** from the top menu.

When a registration box is ticked and the 'Save' button is clicked, a pop-up advises of the fees which will be due and requests confirmation of registration. If confirmed, the charges are created (and will appear under **Invoicing > Uninvoiced Charges**), an empty scheme is created for the member and a new option '**Your Details>SWGB Hub**' appears on the top menu.

Terminology

Scheme: A scheme is created when a member registers and represents a set of vineyard parcels or a set of winemaking sites for which data can be gathered and entered, and for which periodic audits will be carried out.

Audit: Each set of data for a scheme is termed an 'audit' and covers a specific period, generally 3 years. Audits are reviewed and assessed by the scheme auditor on submission by the member. If an audit passes the auditor uploads a report and a certificate is created and uploaded by the scheme manager. At that point the audit is archived and a new 'open' audit is created for the next period. An audit progresses through the following stages:

- **Open** - available for data to be entered and updated
- **In Audit** - the data has been submitted, by the member, to the auditor for review and approval
- **Accepted** - the data has been approved by the auditor and is awaiting certification by the SWGB Manager
- **Archived** - the audit has been certified

When an audit is archived, as a result of certification by the SWGB Manager, a new audit is automatically created for the next reporting period. The details of parcels or sites are carried forward to the new audit, although they may be amended or added to as needed.

Parcel or Site: A parcel (for a vine grower), a site (for a wine maker) or a site (business/people module) is a defined vineyard area or winemaking site or group of people for which data is to be separately gathered. The maximum number of parcels or sites which can be defined for a single scheme is determined by a system parameter (defaulted to 6). If more than 6 parcels or sites are needed a second scheme will be needed and the member must contact the SWGB Manager to request that a new scheme be created.

For an open audit, parcels or sites can be added, removed or amended at any time. Once an audit has been accepted by the auditor the details can no longer be changed.

Data Page: The data for a parcel or site is split into a number of predefined pages, each covering a specific aspect of the scheme, such as Soil Health or Carbon Footprint. Each page consists of a number of sections:

Data Section: A section holds the detailed data for part of a page. there are four section types:

- **Evaluation** - either a SWOT analysis or a breakdown by specific terms. For example for Soil it may be Drainage, Erosion Risk, Texture and Structure.
- **KPIs** - key performance indicators such as earthworm counts by year
- **Upload** - an uploaded file of data such as a Vineyard Maintenance Diary
- **Objective and Actions** - a documented objective with related actions as part of a 3 year plan

Each section is designated as Minimum Standard (**MS**), Evaluation and Planning (**EP**) or Best Paractice (**BP**).

An audit may only be submitted for audit if all MS sections have been completed.

Creating a New Scheme

A new scheme is automatically created whenever a member registers for the SWGB Scheme. For most members this is all that will ever be needed, but for larger businesses the number of vineyard parcels or winemaking sites may exceed the maximum allowed per scheme. In this case the SWGB Manager must be contacted to request that a new scheme be created.

Managing Parcels or Sites

A new parcel or site can be created at any time for the currently open audit by clicking the 'New Parcel' or 'New Site' button on the Data Collection page (the list of pages in the audit).

Any parcel or site can be amended or deleted by clicking the 'Amend' button on the parcel or site section of the page. If a parcel or site is deleted ALL data associated with that parcel or site will also be deleted.

When there is only one parcel or site in the scheme that is all that will appear in the drop-down at the top of the page. When there is more than one parcel or site, an 'All Parcels' or 'All Sites' data collection will also appear in the drop-down (and will be shown by default when the scheme is viewed). This is where data relating to all sites may be entered.

Data entered into 'All Sites' is shown on individual sites with a grey background and is amendable only on the 'All Sites' screen.

Entering and Managing Data

Data can be entered by selecting the required parcel or site and then clicking on whichever page you wish to enter or update data for. The list of sections for the page will then be shown, along with any data already entered. The 'Hide Notes' button at the top can be used to hide any instructions and downloadable templates for each section.

Comments for the page can also be entered. This can be useful for communicating with the auditor once the audit has been submitted.

Submitting for audit

When all Minimum Standard (MS) sections have been completed for all parcels or site, the 'Submit for Audit' button will appear against the scheme on the list of schemes screen. By clicking the 'Submit for Audit' button, the audit status is changed to 'In Audit' and the auditor is automatically notified. The auditor will then be able to access the data, review it and accept or reject individual data pages, and add comments as needed.

If a page is rejected by the auditor the member is notified automatically by email and can then go back into the system to view the auditor's comments, and to rectify or clarify the data as needed. The page can then be resubmitted.

Once a page has been accepted by the auditor it can no longer be updated.

When the auditor has accepted all pages for all the parcels or sites, they can upload the audit report, at which point the audit will move to a status of 'Accepted'. The SWGB Manager will be notified so that he/she can create and upload the relevant certificate, set the next audit due date and mark the audit as archived. At that point a new audit is created for the next reporting period, into which data can now be entered.

Contacts and Notifications

Any member contact who needs to be able to manage the SWGB scheme(s) must have access to MyWineGB self-service.

All automated notifications are sent to:

- Vine Grower scheme
  - All contacts with the tag 'Vineyard Manager'
  - The Main Contact if there is no contact with that tag
- Wine Maker scheme
  - All contacts with the tag 'Winemaker'
  - The Main contact if there is no contact with that tag

Auditor

The SWGB auditor has a separate admin login to MMS which gives them access to archived audit data, and to any audits which have been submitted for audit but are not yet accepted or certified.

On logging in the auditor is presented with a list of audits which are in a status of submitted, accepted or archived. No member details are included. This is the auditor dashboard and is available at any time by clicking on the Dashboard menu at the top of the screen.

The list of audits can be filtered by status, scheme type (Vine Grower or Wine Maker) and searched by scheme number or audit number.

For audits in status 'In Audit' the auditor can view the data and, for each page, can accept or reject it and can add comments. If rejected the member is automatically notified so that they can make any necessary amendments and resubmit (at which point the auditor is notified of the resubmission). The member can use the page comments to respond to the auditor's comments on each page.

When all pages for all parcels or sites for the audit have been accepted, the audit report can be uploaded. At that point the audit status is changed to 'accepted' and the SWGB Manager is notified so that they can generate the certificate, upload it and set the certification level and the next audit due date.

SWGB Manager

The SWGB Manager can view the details of any audits in any status but cannot make any updates, except where the audit is awaiting certification (status is 'Accepted').

SWGB Schemes

Clicking on a scheme number opens a screen showing the audits for that scheme and also allows the certification level and next audit due date to be set. Full details of each audit (open, in audit, accepted or archived) can be viewed by clicking on the audit number.

In addition, a new site visit report can be uploaded for a scheme. To view site visit reports the 'Site Visit Reports' menu item should be clicked.

Site Visit Reports

Site visit reports are uploaded onto your SWGB page on the Hub by the scheme manager. You can download them from there. The auditor will be able to download these reports and will form part of your next desk audit.

Certification

Where an audit is 'Accepted' a certificate will be uploaded for the audit by the Scheme Manager, the certification for the scheme set (currently to either green or gold) and a due date for the next audit entered. Once this data is saved the audit is marked as 'Archived' and can no longer be updated. A new open audit is automatically created which the member can start to gather data into. You can enter your archived audits at any point but they are not editable.

Scheme Creation

Where a member has requested the creation of an additional scheme (because they have more than the maximum number of parcels or sites), the SWGB Manager can click on a 'Create New Scheme' button from the main member summary page. This will create a new Vine Grower or Wine Maker scheme, to which the member can then add parcels or sites and start to gather data.

The Audits (desk and site)

Ricardo plc. have been appointed to provide independent verification of the Scheme, thus giving the SWGB Certification Mark enhanced credibility. Ricardo are a global consultancy providing specialist technical and consulting services with a specific focus and expertise on sustainability.

The auditor will carry out the audits by conducting rigorous, but fair, remote (desk) audits of Members against the Guidelines within the first year to three years of joining the scheme, then every subsequent three years. As the audits are remote, they will rely to some extent on trust and honesty. All evidence supplied for audit will be treated confidentially; discussions and feedback provided will be strictly private between the Auditor and the Member, through the Hub. The only exceptions to this are in the case of an appeal against an auditing decision (see below), and in the annual sustainability report, where (anonymised) best practice will be shared with the Members.

In second and subsequent audits the Auditors will expect Members to have self-evaluated, met targets set in the previous audits (if not, why not?); re-assessed their situation relating to each objective; and set new targets. The Scheme expects continuous improvement.

Once within the three years of certification, the Scheme Manager may come to your site for an in person audit. This audit is focused on fact-checking the data submitted during your desk audit, with a specific focus on checking up-to-date versions of data capture, ensuring all photography was truly taken on site, and supporting the members in their target setting and plans to reach them.

The Scheme Manager will produce a short summarising report which will be attached to your data hub and will be reviewed by the auditor at the members' next desk audit. The report produced by the site audit will be available to members on the data hub.

Guidance

The Vinegrowing and Winemaking Audit Guidance Manuals consist of advice and sources of information,designed to assist Members in gathering evidence for audits. It is important to note that this document is for guidance only: the Auditor reserves the right to use their discretion, on a case-by-case basis, when assessing the evidence submitted. The Scheme Manager will update these manuals every three years. New versions will be distributed by the Scheme Manager to all Members, and they will also be available to download from the WineGB website, and can be sent on request. All relevant and useful documents will be sent to members upon enquiring about SWGB or upon sign up.

The Scheme Manager is also available for support through the audit, providing guidance on how to go through the SWGB process and make it work for you and your team. The manager is not able to do the audit for you, but can help with data measurement, technical issues, and general scheme questions.

Click here If you wish to see how your efforts are aligning with the rest of our industry, check out our 2024 Sustainability Report which includes benchmarking data.

Privacy Notice

Any information that SWGB Members provide with their application for membership or as evidence for audit will be used solely for the purpose of processing the application (including payment processing), completing the auditing process, and providing services to Members.

These services will include:

- The creation of the Members register (a list of which will feature on the Wine GB website)
- Contacting Members with membership information, events and opportunities
- Information and data will not be shared with any other party for marketing or commercial purposes without firstly obtaining a Member's explicit consent. A copy of the full WineGB privacy notice can be obtained from the Wine GB Office

The Carbon Calculator

Members are required to calculate the carbon footprint of their vineyard and winery every year, using the WineGB Carbon Calculator. They are supported in this by an advice and information website page with links to bespoke vineyard and winery data collection sheets for Members to gather the information that they will need to complete the calculator itself. The Farm Carbon Calculator Company (FCC) will be reviewed annually and adapted where necessary to our needs.

There is a webinar on how to use the calculator available in the 'Wine Cellar' webinar archive for a break down on how to get the best out of the software. If you have any specific questions you can ask the Scheme Manager who can support you, or if unable to do so, is able to contact FCC directly.

Anonymised key data from SWGB members will be generated, which will be used for benchmarking and setting standards. The calculator is also available to the WineGB network and any data held by the calculator may also be used for benchmarking and setting standards.

Click here to access the carbon calculator.

Click here to access the webinar on how to use the carbon calculator

Farm Carbon Calculator

Promoting the Scheme

Promoting the Scheme to WineGB members, in order to encourage them to engage with SWGB, is the responsibility of the Scheme Manager with support from the wider WineGB team and board.

Promoting the Scheme to trade and customers is the role of the Members, the Scheme Manager and of the WineGB Marketing team. It is important to note that, although the Scheme should provide a 'halo' effect for the whole UK wine production industry, Members need to sell their wines in order to be economically sustainable.

All certified vineyards, wineries, and specific wines will be listed on the WineGB website. The Scheme Manager will ensure there are multiple opportunities throughout the year to showcase SWGB Members' wines at events. Additionally, audit passes will be posted on social media, with permission of the Member.

Promotional materials are available to SWGB members through the Scheme Manager. You can buy cork 'table talkers', download and print SWGB information flyers, and create your own materials based on your experience of the scheme and all the information provided.

Click here to order your cork table toppers

Manage vineyards sustainably, with minimal pesticide and fertiliser inputs

Reduce water and non-renewable energy consumption and minimise carbon footprint

Secure environmental sustainability at the heart of UK wine production

Engage with and contribute to local communities

Protect vineyard soils, conserve the environment and promote biodiversity

Protect and support the winemaking community, encouraging diversity and inclusion

Acknowledgements

Our sincere thanks go to everyone who has contributed to the development, refinement, and successful delivery of the updated SWGB rulebook and its associated guideline sections. This work represents a significant collaborative effort across the industry, and it would not have been possible without the dedication and expertise of many individuals and groups.

Gratitude is owed to Chris Foss, Beth Kelly, the original development team, and Laura Tattum, whose first iteration of these guidelines established the foundation on which much of the current framework is still built.

We are grateful to the Sustainability Council for their oversight of the scheme, their thoughtful review of the updated material, and their support in refining and strengthening the guidance across all sections.

Warm thanks to Anne Jones for her expert consultation throughout the development of the new and revised guidelines, helping to ensure clarity, coherence, and alignment with best practice.

We also extend our thanks to the Sustainable Winemaking Working Group and the Sustainable People Working Group, whose collective expertise and commitment have shaped the direction and depth of their respective guideline areas.

Our appreciation goes to Emma Hodges for her thoughtful contributions to the new People section, helping to establish a strong and meaningful foundation for this important area of the scheme.

A special thank you to Richard Waller for his work in helping to build the new data hub, a vital component in supporting members and strengthening the scheme's long-term effectiveness.

We also thank the team at Ricardo for their oversight of the updated processes and scheme guidelines, ensuring that the framework remains robust, credible, and aligned with recognised sustainability standards.

Finally, sincere thanks to Emma Rix for managing the scheme, coordinating the implementation of changes, and bringing together the updated versions of the guidelines with care, precision, and dedication.

WINE GB

SUSTAINABLE WINES OF GREAT BRITAIN

Any Questions? Contact the Scheme Manager:
swgb@winegb.co.uk

Trade Mark

x

Under review with WineGB (new logo etc.)