

## **Management and development of land in the name of the Green Economy: planning, landscape, efficiency, biodiversity**

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Promoting sustainable economic development is the basis of the Green Economy: a new vision of Agriculture, Environmental and Regional policy, shared by the wine sector, especially on some crucial issues, such as reducing the consumption of agricultural land, recognition as economically important of the green agricultural production space, spreading of organic farming, adoption of good agricultural practices.

Sustainability, in fact, is not just about the use of analysis tools (carbonfoot print, Waterfoot print, etc.) but is about innovations to be introduced in the entire production process, protection of biodiversity, ethic work in the vineyard and winery. It means to disseminate as much as possible all those practices that can enable a more efficient land management also considering the recent climate changes: introduction of agro-energy and precision agriculture, rational use of water resources, creation of an observatory on temperatures and an interactive mapping system, viticultural zoning and municipal planning to make concrete balance between vitality in agronomic sector and landscape quality.

Realizing such a regional geopedological mapping about agricultural soil, will allow companies to display a real-time access to all the data needed for a sustainable management of the funds, not only it would be an important tool to support the technical choices of farmers, enhancing their potential and optimizing production in relation to the current climate crisis, but would have a strong impact in terms of managing and saving water and energy resources.

A strong efficacy in this context should be recognized at the “Urban Regulation Plans of the Wine Cities”, which have developed since 2007 on the base of the guidelines promoted by the Italian Association Città del Vino, in order to enhance the quality of wine districts. The foundations of this multidisciplinary tool are based on:

- in-depth knowledge of the characteristics of the wine territory;
- unity and preservation of landscapes;
- relationship between the wine areas with the territory and its infrastructure;
- participation in the process of territorial planning with operators and administrations;
- relationship between wine and landscape, adaptation to climatic deterioration, renewable energy sources and energy efficiency;
- new skills and new forms to manage the vineyard

Depth knowledge of the characteristics of the territory wine passes through:

- wine zoning, i.e. the identification of the more suitable terroirs for a wine: study of the climate, the soil, the vines of the interactions with the environment (Chart of vocations agroforestry);
- soil classification;
- analysis of the ecosystems (flora and fauna, biodiversity, forest, grasslands, crops);
- identification of landscapes, from the analysis of types, morphology of the urban and rural landscape, processes of contextualization, etc. (Chart of landscape values).

The results achieved so far by the Italian municipalities that have adopted them, will soon be enhanced by enlargement of the methodological lines to new issues such as accessibility in wine territory, strengthening of local participation and the presence, promotion of wine as an integral part the local food planning, development of planning practices in the process of institutional reform.