



edenseven

Case Study

Direct Wines

Carbon Assessment and Global Supplier Engagement

Overview

Direct Wines Ltd is an international, independent wine merchant. Direct Wines Ltd launched its first non-UK business in 2007 and currently has operations across the globe, with over 450 suppliers in their network and employing approximately 1,000 people.

Direct Wines Ltd owns Laithwaite's Wine and Averys in the UK. These businesses are operated independently and are responsible for sourcing and marketing their own range. Direct Wines owns and operates a number of our own vineyards and wine-making facilities in the UK, France, USA and Australia.

Direct Wines engaged edenseven to help accelerate their sustainability programme with a clear focus of engaging their supply base.

The Request

- To research the different techniques being adopted across the globe to sequester (store) carbon within the wine-growing community. The final report would need to show technical in-depth research and summarised in a format to enable general circulation
- Create a multi-language online questionnaire focussed on benchmarking Direct Wines' supply chain engagement levels relating to decarbonisation. This analysis would be summarised and presented to the board
- To create an engagement plan with key suppliers across multiple regions to provide a variety of consultative services to enable the acceleration of decarbonisation

Skills & Knowledge

- An environmental expert with an in-depth knowledge of carbon sequestration and best practice techniques
- Digital capability to produce a multi-language questionnaire and host it on a separate domain to Direct Wines
- A clear understanding of an appropriate questionnaire structure, which will produce meaningful quantifiable data, while assuring a high response rate
- Experience in delivering bespoke carbon reduction and benchmarking projects across different geographies



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Outcomes

- A structured research paper giving clear guidance on the methods used to sequester carbon across multiple regions. This gave Direct Wines a document which would be distributed to senior stakeholders and suppliers to help positively impact their overall Scope 3 emissions
- A clear benchmark of Direct Wines supply chains current understanding and progress to achieve net zero. This gave Direct Wines the ability to identify individual suppliers who needed support to move forward
- The delivery of a programme of work across selected suppliers which consisted of carbon footprinting assessments, renewable energy feasibility studies, best practice gap analysis and data reviews