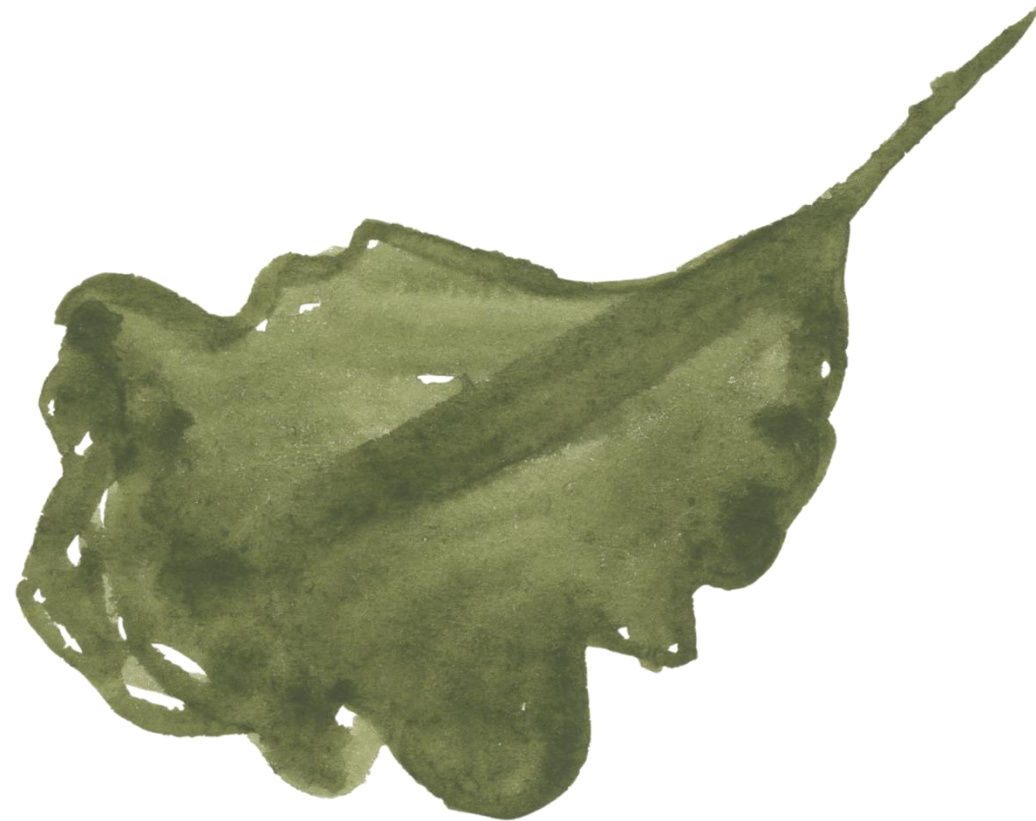


Sustainability Report

2021

SERENA
WINES 1881



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Letters to Stakeholders

As a family and a company, we are proud to present our first Sustainability Report. We have been working for years focusing on our territory, our employees and our clients. We try to do business in a way that improves the life of collectivity and at the same time, we offer service up to the standards.

Serena Wines 1881 comes from a family tradition that traces its roots back in 1881. Since then, we have come a long way, investing continuously to improve the production techniques of oenological products, bottling plants and the distribution system, both national and international. In the present day, the business keeps growing and realises up to 28.000.000 bottles a year with a revenue equal to €84.000.000.

During the years we have given a lot of importance to sustainability, searching ways to protect our host-territory, Conegliano, situated in the beating heart of the Prosecco region. We monitor water consumption, production and waste disposal, and the well-being of employees.

Through the years we have also initiated many collaboration projects with Universities and research centres to make our social and environmental impact better, through initiatives that support charity and sport organisations.



Luca Serena
CEO



The company



Family Tradition

The company

Serena Wines 1881 has been a family owned company for 5 generations, with a long history in wine making. Situated in the heart of the Prosecco territory, it produces over 25.000.000 bottles per year, with the export that accounts for almost 50% of the profits.

140 years



History

1881

Foundation

1985

Prosecco Serena
is born

1987

Launch of the
wine in keg

2003

New plant in
Conegliano of
35.000 sqm.

2004

Internationalisation and
the business welcomes
Luca Serena
(5th generation)

2021

140° anniversary and
launch of Serena 1881

Values

Family

Serena's family history has been going on for 140 years, carrying on the tradition and respect for the land.

Innovation

We are projected towards the future. We use the latest and capacious autoclaves for the Charmat method, together with cutting-edge bottling plants.

Territory

We find ourselves in the heart of the Prosecco region, where the cultivation of the land is respectfully carried on.

Sustainability

For years we've been aware of the environmental issues. We are engaged in environment-friendly projects, collaborating with various Institutes and Universities.

Transparency

Ethicality, loyalty and fairness permits us not to fear anything, because there is nothing to hide.

Inclusivity

We believe in an inclusive and fair society, reason why we have launched many projects on behalf of these values.



Employees

Serena Wines is a business that strongly believes in evaluating its employees through stable contracts, of which the 80% are permanent, and a dedicated corporate welfare.

Gender equality is a strongly felt theme and because of this, the various department offices are divided for the 50% women and the remaining 50% are men. In the production department there is a 100% of men workers, given the kind of job that is performed.

Total employees: 83

	2020/2021
Employees	83

Employees by gender

	2020/2021	%
Women	20	24%
Men	63	76%

Employees by age

	2020/2021	%
Under 30	11	13,6%
30 - 40	18	21,7%
40 - 50	27	32,5%
Over 50	27	32,5%

Contract kind

	2020/2021	%
Permanent	69	83%
Temporary	8	10%
Apprenticeship	3	4%
Part time	2	2%

Territory and neighbourhood

The company is located in an industrial area between the cities of Conegliano and Vittorio Veneto, it borders between agricultural land planted with wines, other industrial realities and a school. We have carried out a survey to evaluate Serena Wines 1881 from an external perspective, drawing insights with the goal of always improving.

The results have highlighted how our business has no relevant impact on the surrounding realities and how it positively influences the community in which it is inserted.

Regarding the environmental issue, the company is not perceived as strongly impacting. The certification both from the social and environmental point of view, has been appreciated from the neighbourhood which has given us important ideas for the future.



In the heart of Prosecco

The company is located in Conegliano, in the middle of the Prosecco DOCG area.

The Prosecco is a white wine with Denomination of Controlled Origin produced in the Veneto and Friuli Venezia Giulia regions. It became known in the nineties as Prosecco IGT and since 2009 has achieved the DOC denomination.

Some of the historical denominations of this wine are part of the DOCG brand (Conegliano-Valdobbiadene Prosecco).

Prosecco, nowadays, is the most imported Italian wine worldwide and in 2014 has overtook the Champagne for the numbers of bottles sold around the world.

Since 2019 the Prosecco hills of Conegliano and Valdobbiadene are part of the UNESCO World Heritage.



UNESCO World Heritage's hills

The Prosecco Hills of Conegliano and Valdobbiadene have been part of the UNESCO World Heritage since July of 2019.

The site includes the hills surrounding the cities of Valdobbiadene and Vittorio Veneto.

The 19 thousand hectares territory includes 15 municipalities and is characterised by uneven sections and small valleys.

This is the background to the DOCG Prosecco vineyards, which is the most prestigious area and in which our company has located the production site and two estates.



Our Brands

SERENA
WINES 1881

SERENA
1881

VILLE D'ARFANTA®

CHAMPAGNE
De Vilmont

SERENA

CORTE
DELLE
CALLI

COSTAROSS

SERENELLO

VIGNE VERDI

Numbers



€ 84.000.000

Revenues of 2021



25.000.000

2021 bottle production

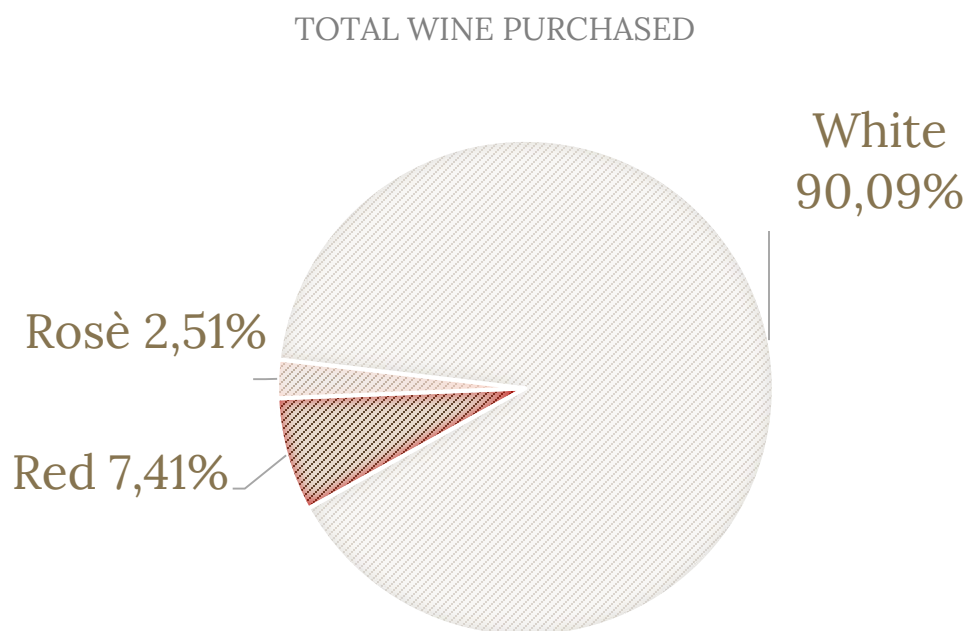


83

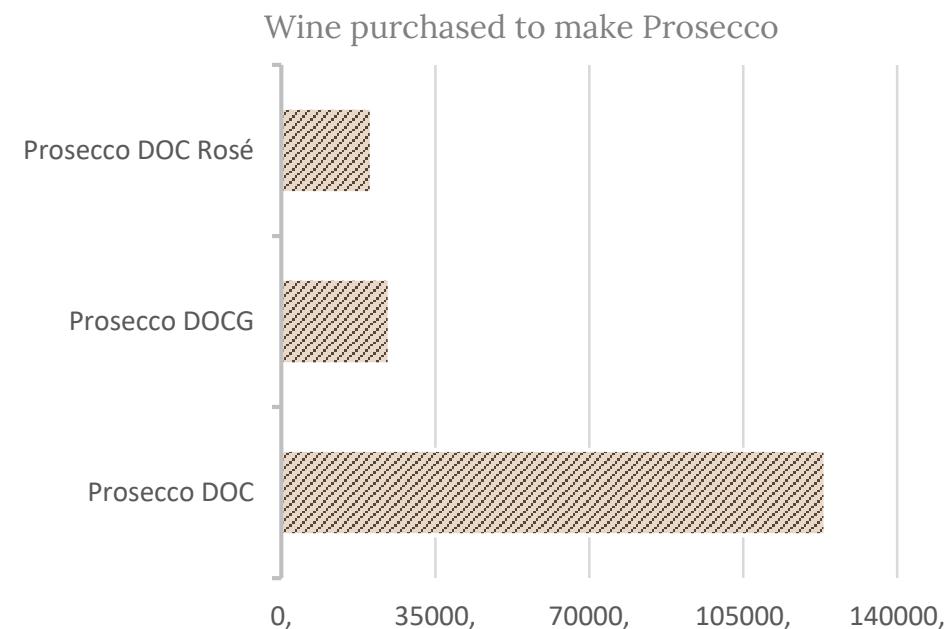
Employees

Wine purchased

In 2021 more than 370 thousand liters of wine of different quality have been purchased, and are divided into: White, Red and Rosè. 10% of the total volume is related to IGT wines (37.360 hl)



Inside the family of white wines, the predominant is the Prosecco, the main product of the company and the ideal wine for the Charmat production. The company in 2021 has acquired 169.019,12 hl of Prosecco, divided into: 123.752,3 of Prosecco DOC, 24.673,8 of Prosecco DOCG and 20.593,5 of Prosecco DOC Rosé.

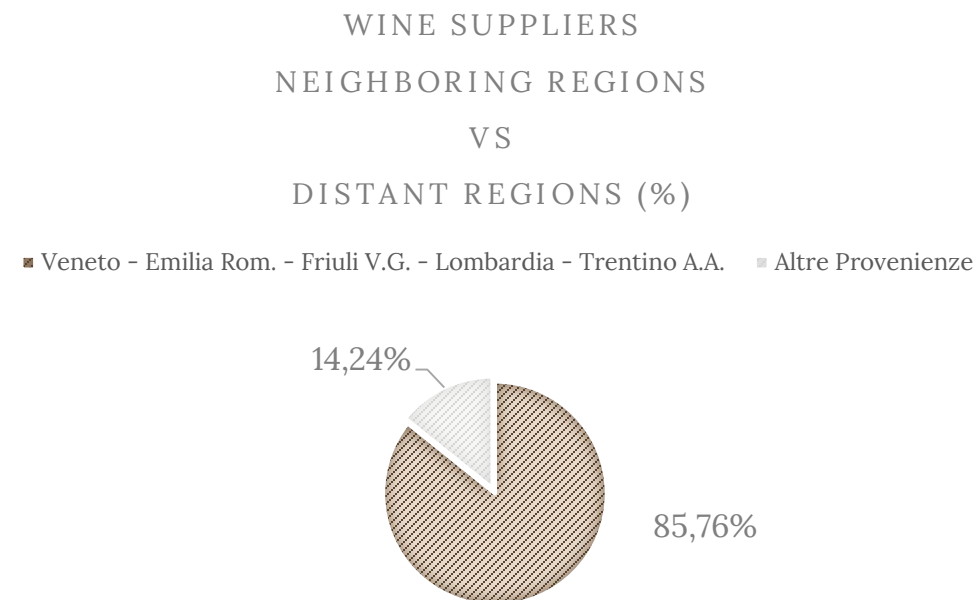
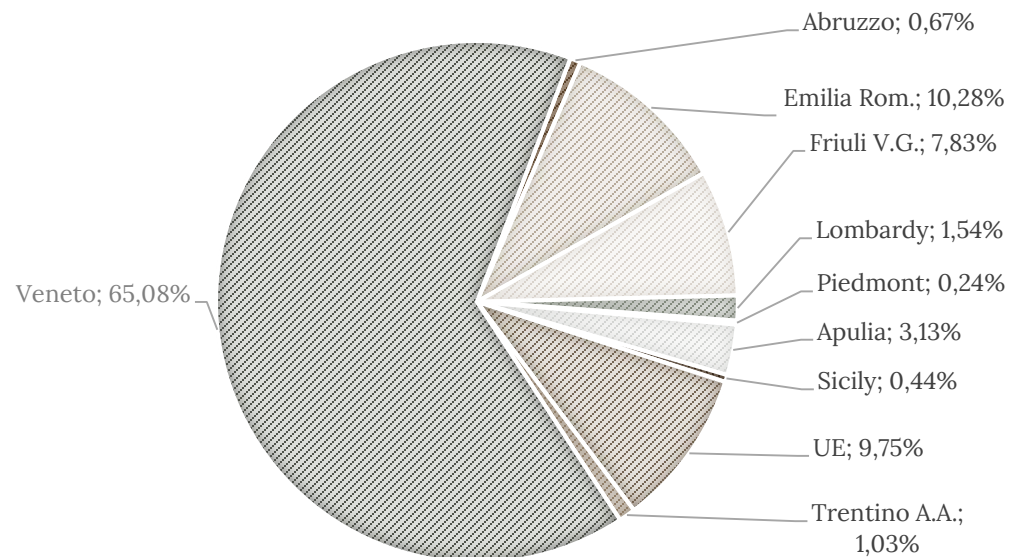




Wine suppliers

The relationship with our wine suppliers is the result of many years of meticulous work through the selection phase. The Serena family has always focused a lot of passion and competence into this fundamental activity. The provenance of the suppliers is mostly exclusive of the territories surrounding our Conegliano headquarters, in order to guarantee more prestige to the quality of wines characterising those suppliers from northern regions such as Veneto, Friuli Venezia Giulia, Emilia Romagna, Lombardy and Trentino.

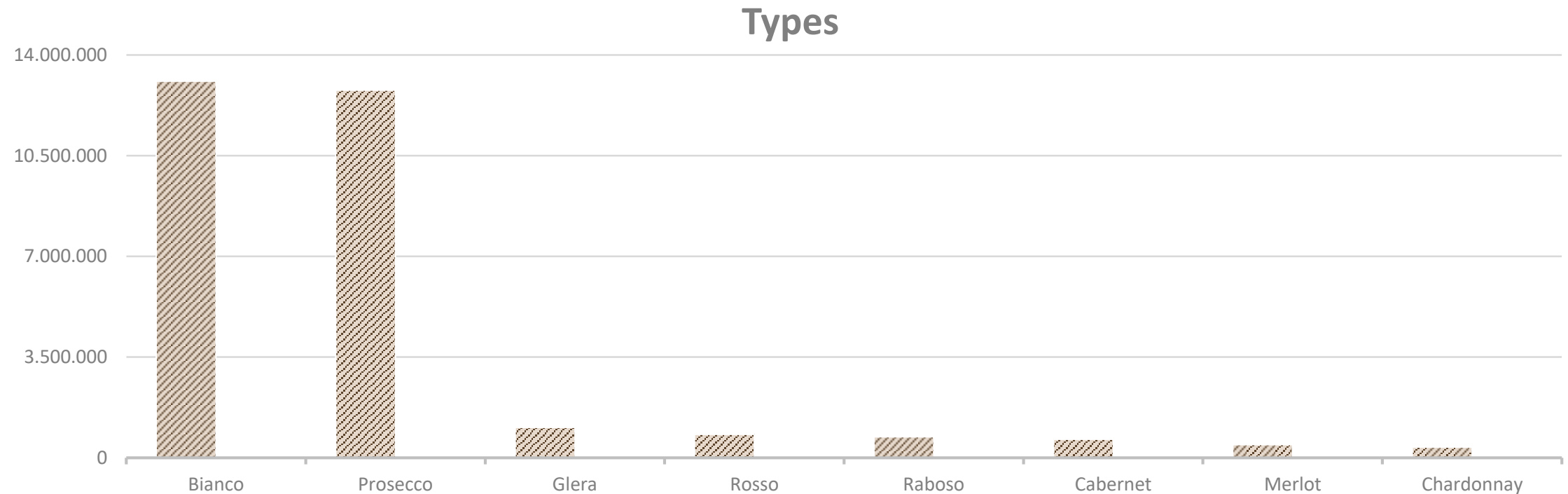
The graph on the left shows the percentage of purchased wine per region, while the one on the right indicates the percentage of wine from neighbouring near regions (Veneto, Emilia Romagna, Friuli V.G., Lombardy and Trentino A.A) in comparison with the wine coming from other regions. The company has always been especially careful to this issue and counts on maintaining a strong relationship with the territory and its agricultural community.



Bottled wine

Serena Wines 1881, as today, detains the pole position in producing inox keg wine, distinguishing itself on the Italian territory and abroad. The entrepreneurial ability of the Serena family has allowed to combine this prestigious primate with a leading role in the production of bottles, with particular focus on sparkling and fizzy wines.

The great ascent on the market of DOC and DOCG Prosecco was determinant to repay our big aspiration. Below we provide for some data of the format typologies in 2021 by our company.



Bottles

Serena Wines is specialised in the production of three specific formats:

- Classic 0,75 cl
- Magnum 1,5 lt
- Small 0,2 cl

Thanks to its great production capacity, the efficiency and the organisation, Serena Wines places itself among the main Prosecco producers in terms of volume with 25.000.000 bottles.



0,75 lt
21.700.00 bottles



1,5 lt
163.000 bottles



0.2 lt
6.600.000 bottles

Kegs & Bag in box

Serena, the first brand of the company, is synonym of innovation: since 1987 sells keged wine all around the world.

Kegs are big (aluminum), steel, or PET containers. The Serena kegs are the answer to the issue regarding how to maintain the qualities and characteristics of wine on the long term, protecting the product from the light and oxidation during the transportation and maintaining the characteristics and the temperature during the service.

Choosing Serena kegs means making an innovative and sustainable choice, ONE WAY KEG for example, is the first PET 100% recyclable keg, with a capacity of 24 litres, durable, practical and handy. A real revolution in the practicalness, with the guarantee of the characteristic specific of a Serena product.

Other than kegs the company is developing also the bag in the box segment in the market placemen.



Keg
600.000



Bag in box
22.500

Bulk wine

Serena Wines 1881 sells also bulk wine transported by trucks or small tanks of 5, 10 and 15 hectolitres that result more handful to transport.

In 2021 bulk wine sold was about 30.000 hectolitres.

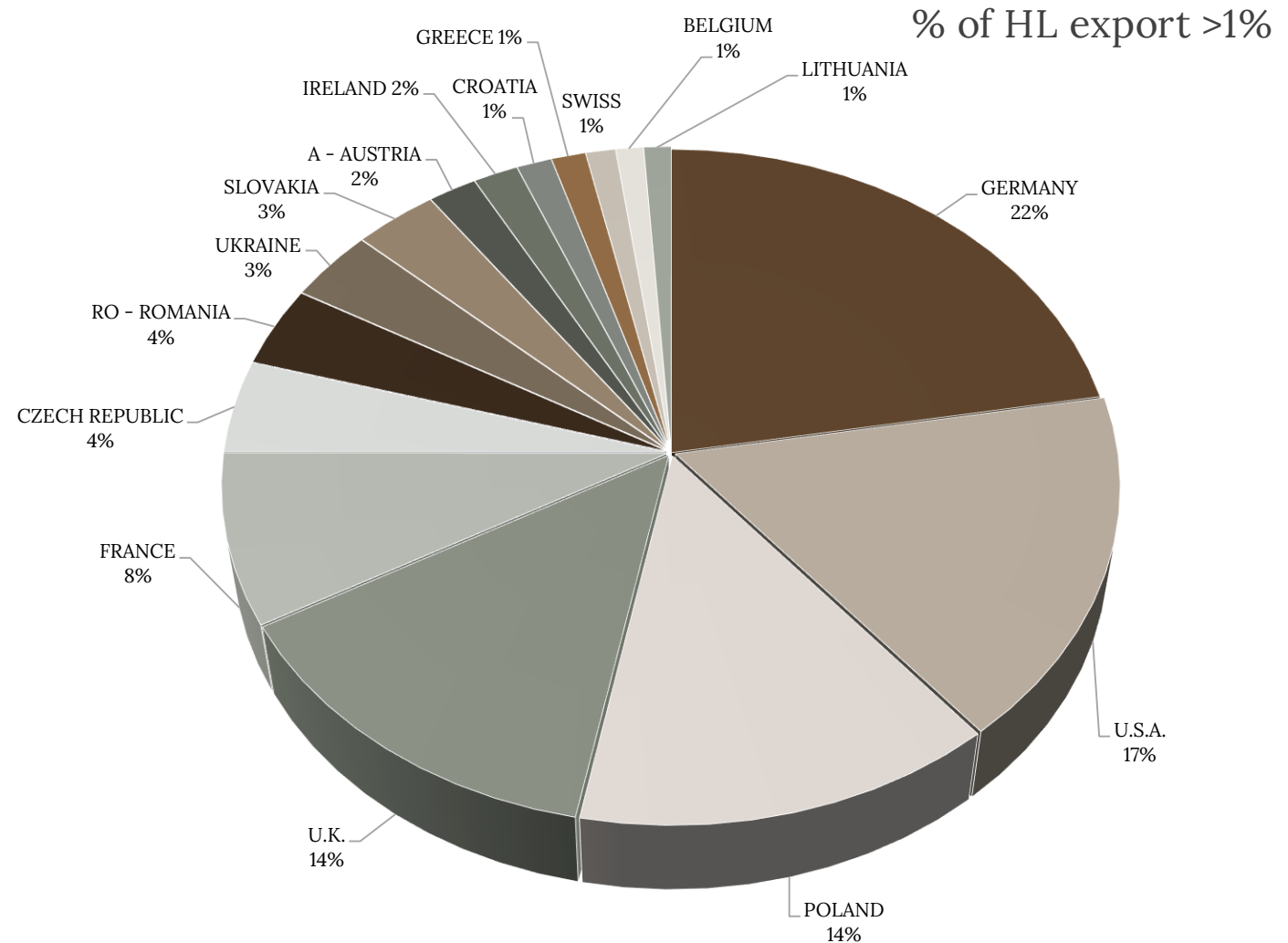


30.000 Hl



Export

Ever since 2000 the company has begun a physiological and forward looking process of sales expansion outside the national borders. This new mission has not negatively influenced the sales in Italy, where it distinguishes itself historically on the Horeca channel. In 2021 the production was destined for the 50% to the internal consumption and the other 50% to the external one. The latter is sold in 16 different countries as represented on the graph below.





Quality



Suppliers' SAQ

The responsibility of getting better does not fully rely on ourselves as a company: we have sent out a questionnaire to all of our suppliers in order to identify those that are closer to our sustainability culture.

The company counts a total of 184 suppliers of wine, services and dry materials. Out of the total, 123 responded to our questionnaire as follows:

- 96% qualified
- 4% qualified with reserve

Dry materials for packaging

The company in 2021 has purchased for production purposes:

- Up to 100 millions labels
- 4,5 million sales related boxes
- 250 thousand of other cartons
- 32 million capsules for bottles
- 500 thousand capsules for kegs
- 34 million caps
- 21 million museletes
- 33,5 million bottles (average weight per bottle 539 g)





Use of marble base material for our prestigious brand «Ville d'Arfanta»

During the evaluation production materials, phase of we made some considerations regarding sustainability. Should it be possible, we will look for low cost materials with a low environmental impact and that come from certified suppliers with whom we share the same values in terms of sustainable production.

Since a couple of years we have converted the materials used on the labels of our most prestigious brand “Ville d'Arfanta”, introducing a compound that comes from concepts of circular economy and made of waste from marble and polyethylene mining.



MARBLE BASE

È un sintetico che offre un approccio radicalmente diverso ai materiali sostenibili.

CARATTERISTICHE PRINCIPALI

- › Contiene l'**80% carbonato di calcio** (scarti di estrazione mineraria del marmo) e **polietilene fino al 20%**
- › Per la sua produzione non vengono abbattuti alberi, né sprecata acqua
- › Può anche essere riciclato nelle materie plastiche o bruciato per produrre energia
- › Ha un ottimo punto di bianco, pur senza l'utilizzo di candeggina e sostanze tossiche
- › Marble Base è **più sostenibile delle carte riciclate**. Quest'ultime per la loro produzione richiedono molta acqua, candeggina e altri prodotti chimici, oltre a richiedere tra il 67 e l'82% di energia in più rispetto alla Marble Base.

IL PROCESSO PRODUTTIVO IN SINTESI



2020 New version 2020



SERENA
WINT'S 1881

Quality Control

Serena Wines 1881 has been certified BRCGS, IFS Food, Organic Wines, Veganok, SEDEX, SAFE WORK for years. In addition to this, to always ensure to our consumers the absolute quality of the wines, frequent and targeted controls are necessary throughout the supply chain. For this reason every year we carry out:

- More than 20,000 analytical product checks within our laboratory;
- More than 1,000 analytical checks performed in certified laboratories with which we have been collaborating for some time;
- More than 100 checks every day, to monitor and record every aspect of production;
- Organoleptic analysis on each incoming product and at different stages of production;
- Training 2021: 190 hours of training delivered on the topics of quality, health and hygiene safety of the product, Food Defence and Safety in the workplace. For the evaluation of the training, questionnaires are carried out by trained personnel.

Quality Control



Quality Control

Our today's checks are divided into:

Arrival:

- Wine
- Oenological products
- Dry matter

Processing:

- Dry matter quality control
- Analytical and sensory controls of wine

Shipments:

- Control of final product conformity
- Packaging controls of finished product

- For incoming material, including wine, there are 17 control parameters. These can be made according to the supplier with different frequencies according to the company HACCP plan.
- The processes follow the product plans: different analytical checks are carried out for the various types of wine. For a mass of sparkling wine, 15 analytical measurements are made at the different stages of processing and the organoleptic/sensory conditions are checked at 10 points.
- The packaging phase is also monitored through the product plans. In one of our bottling plants, 35 operational, cleaning and packaging conformity checks are carried out. Some of these have an hourly frequency and are recorded through special modules.
- During the shipment of the goods, operators are required to check the conformity of the vehicle, the load and the correct positioning.

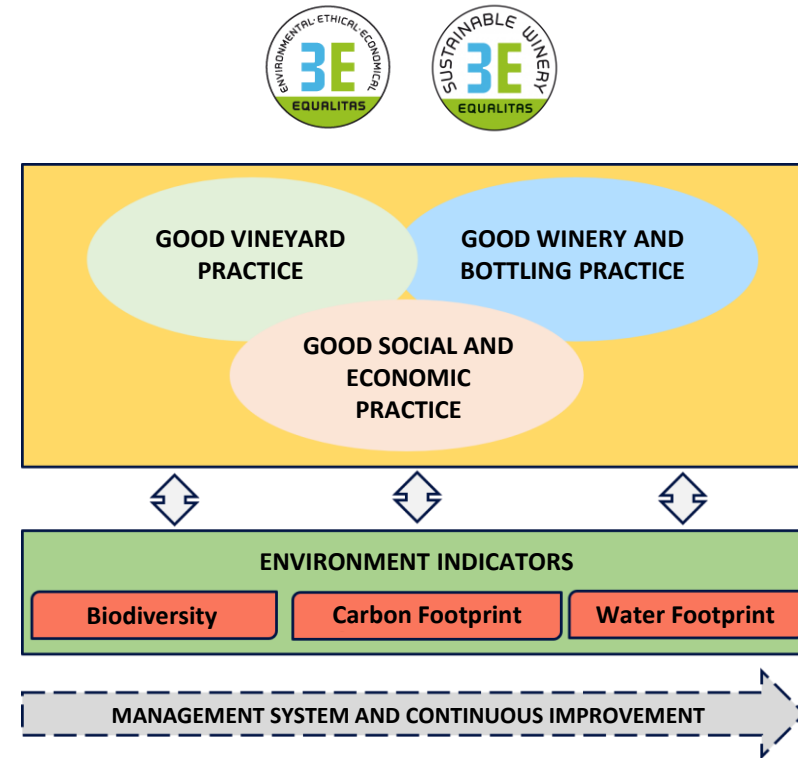
Sustainability



Sustainability

Sustainability is to be understood not as a state or an immutable vision, but rather as a continuous process, which recalls the need to combine the three fundamental and inseparable dimensions of development: Environmental, Economic and Social.

The company Serena Wines 1881 has embarked on a path of sustainability according to the standard for the business processes: from the production to processing up to bottling and sale of the finished product.



Internal audit

The internal inspections carried out in 2022 by qualified personnel of Unione Italiana Vini Servizi did not reveal any significant non-conformities, the suggestions for improvement were promptly taken over and resolved.

The certification body CSQA carried out the first verification in June 2022.

This year the company is certified for the first year following the gradual approach suggested by the standard, postponing the indicators applicable to the coming years.



Sustainable Goals













The 2030 Agenda for Sustainable Development, ratified in 2015 by the 193 Member States of the United Nations, is the set of 17 sustainable development goals to be achieved by 2030. The whole of global civil society, institutions, businesses, not-for-profit organizations, each in its own sphere of activity and possibilities for action, is called to make a concrete commitment to their implementation.

Serena Wines 1881 has developed a project related to sustainability, setting itself some goals for the sustainable development of the company. The Serena family is involving the entire company so that there is participation by all.








Company goals

In 2021 the company has elaborated its strategy defining the goals related to sustainability as follows:

2030 Agenda	Goal	Current status
  	In 2020, the company began to invest in the maintenance and renewal of its production lines (bottling, bag in boxes, plastic drums and stainless steel drums), paying particular attention to safety aspects at the workplace. In addition to this, Serena wants to reduce internal maintenance interventions and increase production performance.	Partially achieved
   	According to the principle of environmental protection, the company decided to invest in a revamping project of the existing water treatment plant. In the future, the company project also foresees an internal reuse of water coming out of some plants to reduce water consumption.	Partially achieved
  	Increasing the number of company training hours and at the same time increasing the working culture will improve the general conditions for workers, thus creating a better working environment.	Partially achieved
 	The company intends to develop a hospitality project within a private estate, in order to increase contact with the public and the community.	Partially achieved

Company goals

	<p>In order to make tangible the goal of making the Company more and more sustainable, it is necessary to obtain the Equalitas certification. Over the next few years the company would like to distinguish itself by being a safe and welcoming workplace in full balance with the community and the environment that hosts us.</p>	<p>Partially achieved</p>
	<p>The company project to improve safety in the workplace and the reduction of internal traffic of vehicles, with consequent lowering of emissions into the atmosphere, provides for the restoration of internal roads. The activities started in 2019 and have the objective to arrive to an ideal situation in 2023</p>	<p>Partially achieved</p>
	<p>Currently it is possible to monitor business consumption only through bills or general meters, the company wants to insert a monitoring system spread throughout the supply chain to accurately calculate the consumption of water, electricity and gas. By making this activity accurate it will be possible, starting from 2023, to start an energy saving work without losing production capacity.</p>	<p>Partially achieved</p>
	<p>In order to increase energy resources from renewable sources, Serena Wines 1881 is providing a photovoltaic system on the roof surface.</p>	<p>Partially achieved</p>
	<p>In order to make a better workplace, the right technology is needed, so it is essential to implement the new version of the company software. This will affect the economic aspects of the company, improve business flows also facilitating the skills of the staff, facilitate the possibility of reducing consumption and waste.</p>	<p>Partially achieved</p>

Good cellar and bottling practices

Wine is a product in continuous growth and with a thousand facets.

The research and development of new products are part of our daily life, some projects we are working on are:

- Improved performance and reduced consumption;
- Implementation of new BIO products, such as Prosecco Rosé BIO;
- Development of new types of wine, to comply with market demands;
- Innovative and avant-garde packaging.





FRAGILE



Monitoring and consumption

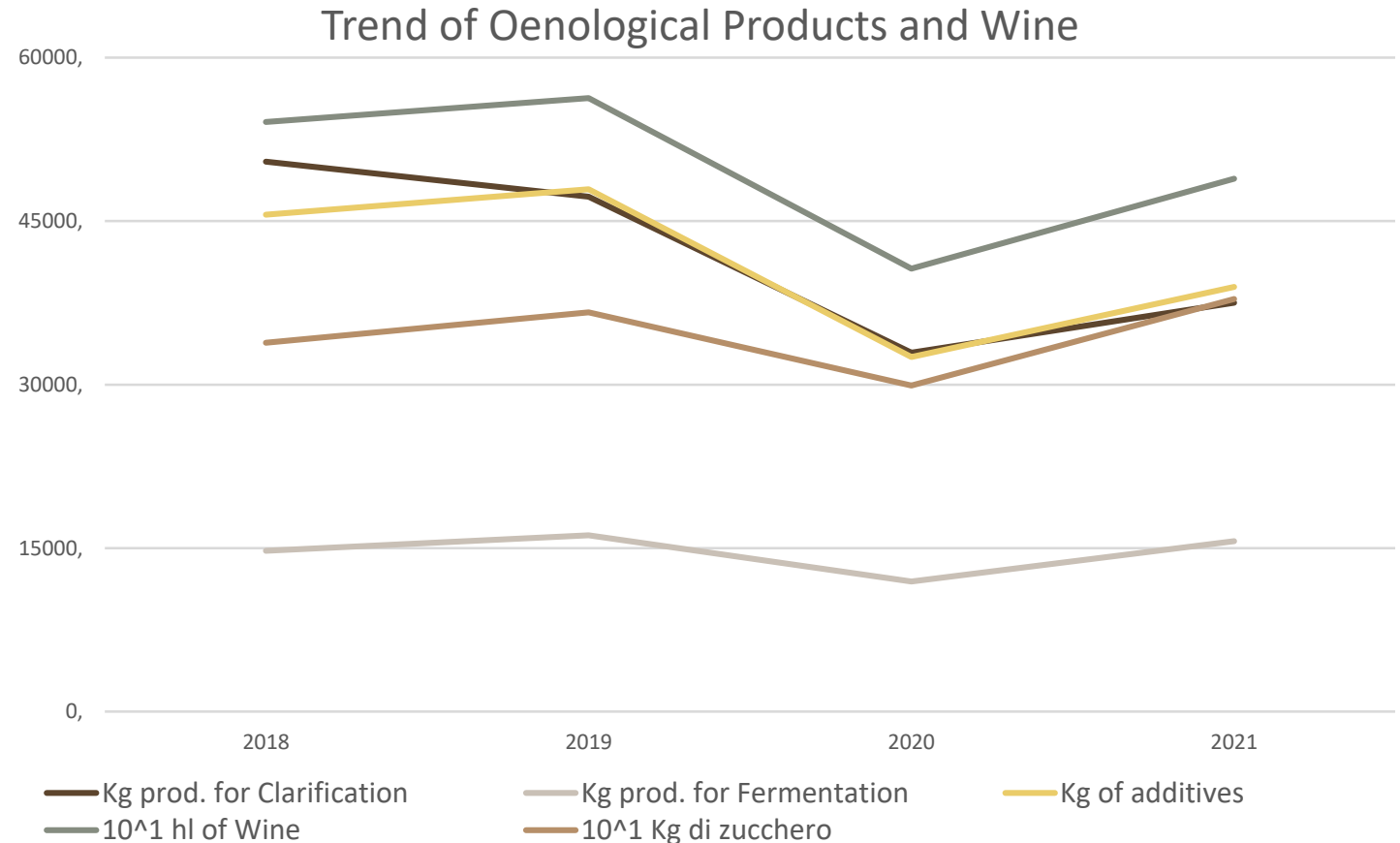
One activity in which the Company is paying a lot of attention is monitoring, this is because we are deeply convinced that being in possession of a precise and accurate data is then a source of a fair change.

We started our activity paying close attention to these quantities to monitor:

- Consumption of oenological products (every day we record the consumption of individual oenological products ensuring their traceability within all bottled products);
- Water consumption (through the reading of bills and a series of meters placed along the company network we can evaluate the daily consumption of water);
- Electricity consumption (interpolating the data of the bills with those of the production);
- GAS consumption (through the reading of the general meter and the data reported in the bill);
- Monitoring of waste production (waste register data and annual MUD);
- Vehicles in departure and arrival of raw materials.

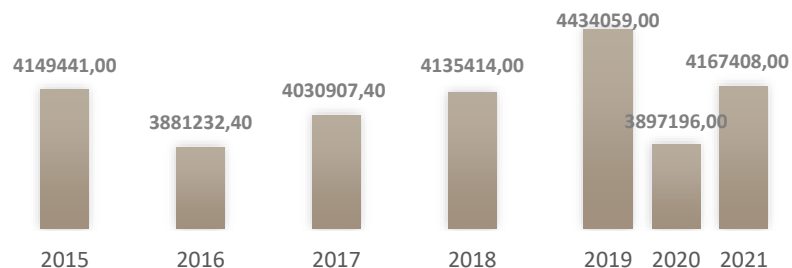
Monitoring of oenological products

The consumption of oenological products is directly related to the volume of wine processed annually. Our oenologists have revised all the production methods of wines trying to optimize the use of additives and adjuvants, without affecting the quality of the finished product. In this graph we have divided by year the consumption of the main families of products: processing aids used in the clarification of wines, products for the fermentation in autoclave of wines and generic additives



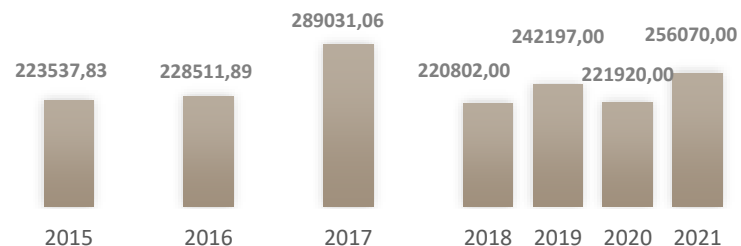
Monitoring and consumption

Annual energy consumption KWh



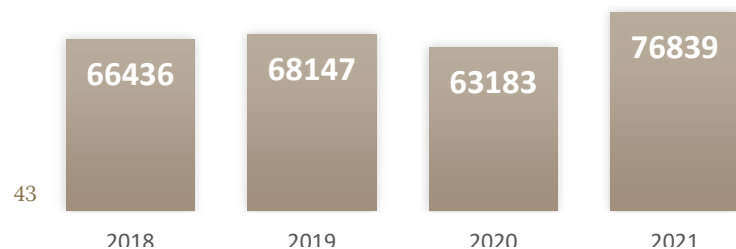
Electricity is used by the company, as well as for the normal «domestic» use, for the operation of production machinery, that employs most of it. We are working on this through the use of software tools to develop analytical monitoring and decrease energy use in the coming years.

Annual GAS consumption SMC



The GAS in the company is used by a boiler with the function of producing steam and hot water, fundamental for the sanitization that every day are carried out on the various machinery and autoclaves.

Annual water consumption m3



Water is mainly used for washing machines and production plants. We are carrying out specific monitoring to understand which methodology is most effective for the decrease of consumption.

Product plans

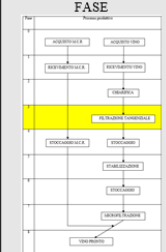
The product plans are documents that describe in detail all the checks carried out along the production chain. It starts from the drafting of the flow-chart of a product, for each phase of the diagram it is defined: what you control of the wine and what you control of the process. Recently we added a particular section where it is indicated what kind of waste is produced in the phase and the amount of water consumed. By refining the data we can optimize the values in order to ensure an increasingly sustainable supply chain. This document is used to indicate the procedure for carrying out the specific production phase.

Phase position compared to the flow chart

What you control of wine

What you control in the process

What can be done in the process

FASE					
					
3) FILTRAZIONE TANGENZIALE					
	MODALITA' DI CONTROLLO	FREQUENZA	RESPONSABILE	DOC	MO
SPECIFICHE DI PRODOTTO					
IGIENICO SANITARI					
QUALITA'					
ORGANOLETTICI	Organolettica	Ogni vasca	ENOL		MO88
SPECIFICHE DI CONTROLLO					
PRESSIONE DI ESERCIZIO FILTRO	Strumentale	Continua	OP	Log sistema	MO 02
PORTATA	Strumentale	Continua	OP	Log sistema	MO 02
LIMPIDEZZA	Visiva	1 al giorno	LAB	Log sistema	MO 02
SPECIFICHE DI PROCESSO					
AGGIUNTA/DOSAGGIO ADDITIVI/COADIUVANTI			ENOL		MO 02
RIFIUTI DI PRODUZIONE CONSUMO H ₂ O, N ₂	UTILIZZO	FREQUENZA	RESPONSABILE	DOC	MO
ACQUA	50 hl	1 volta al giorno	OP	IO 16	
	90 hl	1 volta settimana	OP	IO16	
IMBALLAGGI MISTI (CER 150106)	In base alle necessità, 100g	1 volta settimana	OP		
CARTA (CER 150101)	In base alle necessità, 100g	1 volta settimana	OP		

Method, frequency, responsibility and documentation for each check

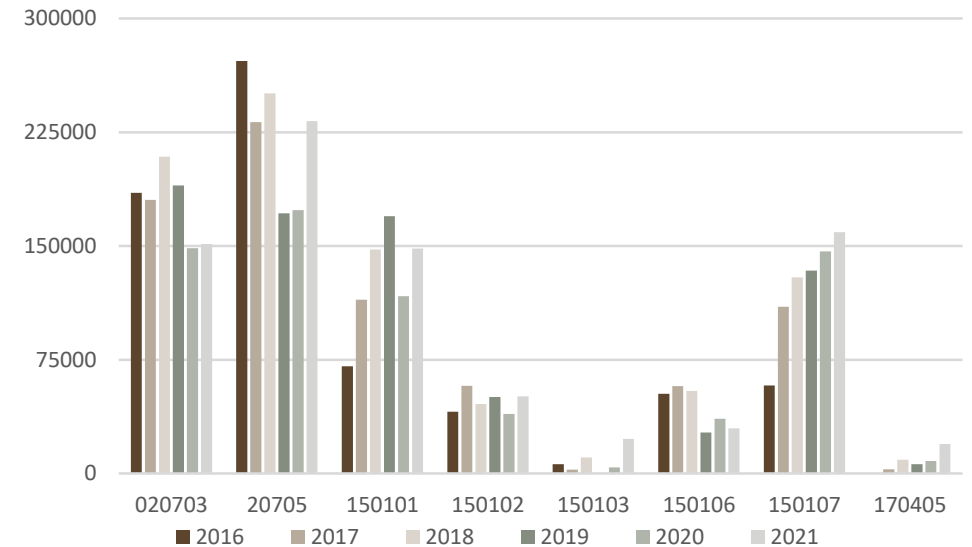
- Monitoring and quantification of waste produced per phase
- Monitoring of water used



Waste

CER	DESCRIPTION	2016, kg	2017, kg	2018, kg	2019, kg	2020, kg	2021, kg	SOMMA
020705	Muddy building	272080	231770	250780	171640	173760	232440	1332470
020703	Waste from chemical treatment	185055	180405	208995	190010	148600	151310	1064375
150101	paper and cardboard	70780	114680	147820	169720	116830	148390	768220
150107	Glass	57990	110040	129260	133860	146480	159200	736830
150102	Plastic	40665	57785	45767	50500	39200	50880	284797
150106	Mixed materials	52520	57510	54540	27100	36080	29640	257390
020704	Unusable waste for consumption and processing					189200		189200
150103	Wood	6020	2540	10530		4060	22740	45890
170405	Iron and steel		2690	9130	6060	8150	19500	45530
200140	Metal	4800						4800
150104	Metallic	2600	980					3580
80318	Toner	57	13	45	49		86	250

Trend of the main waste



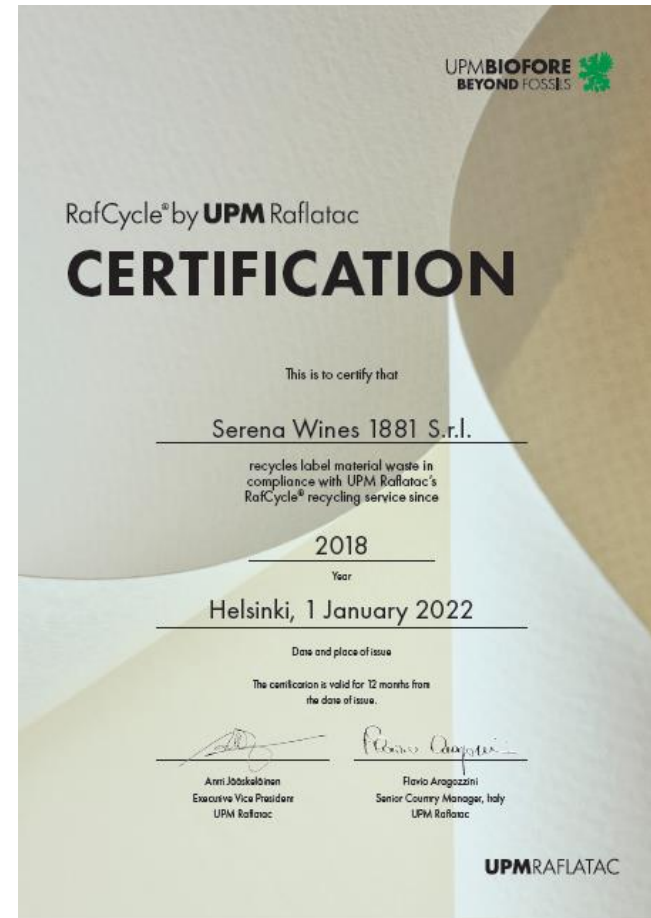
Regarding the annual production (2021) of waste we want to make some considerations:

- 1- In 2021 we produced 159200 Kg of glass, which corresponds to less than 1% of the total bottles purchased. By improving our dry material warehouse management and sensitizing the staff of the production lines we aim to reduce this percentage of waste.
- 2 - It is quite significant the value of the Plastic that remains rather equal over the years, since the origin of the waste is the packaging of the pallets of the bottles. It would be very important for glassworks to think about alternative materials, but for now there are no solutions.
- 3 - The trend of mixed materials has been drastically reduced since 2019 by about 27-30 thousand Kg. This is because in that period we joined a circular economy project called RafCycle.

RafCycle certification

Since 2018 we have joined the RafCycle Circular Economy project, owned by UPM Raflatac. We collect the waste from self-adhesive labels at the packaging lines, which are no longer sent to landfill (as mixed packaging) but recycled at the UPM group paper mills for the production of new label paper.

We found the practice to reduce the environmental impact of our bottling activity very interesting, also from an ethical point of view and to improve waste management.



Research projects

16 | IL CORRIERE VINICOLO N.5
10 febbraio 2020

ECONOMIA CIRCOLARE

SINERGIE
TRA MONDO
DELLA RICERCA
E AZIENDE
PRIVATE



di CLEMENTINA PALESE

Dopo il brevetto per estrarre dalle fecce i coloranti organici da impiegare per costruire celle fotovoltaiche che convertono l'energia solare in energia elettrica, il passo successivo vede Serena Wines e Università Ca' Foscari impegnate in un progetto biennale con l'obiettivo di prototipare ed eventualmente portare sul mercato questa tecnologia

Dalle fecce di vinificazione nascerà energia elettrica

La collaborazione tra enti di ricerca pubblici e aziende private può anche nel settore vitivinicolo creare nuovi scenari più sostenibili dando valore agli scarti e trasformando l'energia solare in energia elettrica. È proprio questo il caso del progetto CHEERS ("Sviluppo di Celle fotovoltaiche a base di scarti della lavorazione del vino per la produzione di Energia Rinnovabile e Sostenibile") finanziato dalla Commissione europea con il programma Fondo Sociale Europeo, FSE, e gestito localmente dalla Regione Veneto, che ha coinvolto l'Università Ca' Foscari Venezia e la Serena Wines 1881 di Conegliano, tra le prime 5 aziende produttrici di Prosecco e leader nella produzione e com-

mercializzazione di vino in fusto in acciaio nel canale Italo-europeo. La collaborazione è approdata rapidamente al brevetto di un metodo per estrarre dalle fecce dei vini rossi e bianchi i coloranti da impiegare poi per costruire celle fotovoltaiche che convertono l'energia solare in energia elettrica. Visti gli importanti risultati raggiunti in poco tempo, lo scorso autunno un accordo per sviluppare, nei laboratori di ricerca del Campus Scientifico Calosciaro, celle fotovoltaiche di nuova generazione. Dopo aver acquisito la piena titolarità del brevetto, Serena Wines 1881 ha inoltre sottoscritto un importante progetto di ricerca della durata di 2 anni con l'Università Ca' Foscari Venezia, investendo circa 500 mila euro, con l'obiettivo di prototipare ed

eventualmente portare sul mercato questo tipo di tecnologia.

Le fasi del progetto

Con la professoressa Elisa Moretti e il suo team di ricerca - racconta Stefano Meneghetti, responsabile della qualità di Serena Wines 1881 - circa un anno e mezzo fa abbiamo cominciato a lavorare su un'idea per dare nuove destinazioni, mai pensate prima, agli scarti di vinificazione e in particolare alle fecce di vini rossi, ricche di coloranti organici, normalmente destinate al recupero dell'acido tartarico, di conservanti per l'industria alimentare, nutraceutici, cosmesi ecc. Nessuno prima aveva utilizzato questo scarto di lavorazione per realizzare celle fotovoltaiche. Visti i risultati positivi ottenuti

In the three-year period 2018-2020 Serena Wines 1881 funded and participated in a research project with the Ca' Foscari University of Venice to develop photovoltaic cells with organic dye that use the waste of the wine supply chain.



Sviluppo di Celle fotovoltaiche a base di scarti della lavorazione del vino per la produzione di Energia Rinnovabile e Sostenibile - CHEERS -

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Il progetto CHEERS si è focalizzato su innovare il principale prodotto di scarto di una rinomata azienda vitivinicola situata nel cuore del Prosecco DOCG, la Serena Wines 1881, emendando i coloranti organici presenti nel sottoprodotto della lavorazione del vino, la cosiddetta «fecce», e impiegandoli nella costruzione di celle fotovoltaiche DSSC (Dye Sensitized Solar Cells), per produrre energia elettrica rinnovabile e sostenibile.

one attività

DSSC è una serie di semiconduttori in cui il substrato di materiale ha una superficie a base di ossido di titanio ricoperto da una sottile pellicola di semiconduttore. La pellicola è ricoperta da una sottile pellicola di semiconduttore. La pellicola è ricoperta da una sottile pellicola di semiconduttore.

ESL di un SEMICONDUTTORE ATTIVO A POROSITÀ ORIENTATA

La struttura della cella fotovoltaica DSSC è basata su un substrato di titanio ricoperto da una sottile pellicola di semiconduttore. La pellicola è ricoperta da una sottile pellicola di semiconduttore.

EDEL CONTROLLETTRODO

Il controllo del flusso di elettroni è fondamentale per la realizzazione di celle fotovoltaiche DSSC. Il controllo del flusso di elettroni è fondamentale per la realizzazione di celle fotovoltaiche DSSC.

& Impatto

emamente promettenti, poiché già comparabili con i valori tipici riportati nella letteratura scientifica internazionale delle celle DSSC realizzate utilizzando estratti di origine vegetale.

Il progetto è stato selezionato come finalista al Premio Internazionale Oenopias 2019, presentato dal Consorzio Vini della Marca Trevigiana (2019/2020).

Firma dell'accordo di collaborazione di ricerca con il gruppo di ricerca Calosciaro per lo sviluppo del brevetto (2019-2020).

Il progetto è stato selezionato come finalista al Premio Internazionale Oenopias 2019, presentato dal Consorzio Vini della Marca Trevigiana (2019/2020).



Numero assegnati	Area tematica	Tipologia progetto	Totale finanziamento
1	Smart Agrifood	Interregionale/Transnazionale	41.056,83 €

Academy of Fine Arts in Venice

In 2021, on the occasion of the 140th anniversary of Serena Wines 1881, the main brand Terra Serena undergoes a total rebranding and restyling, with the aim of making the family name and the year of foundation the main elements of the new brand, this is how Serena 1881 was born.

The company collaborates with the Academy of Fine Arts in Venice and opens a call among its most promising students. An ambitious project, to design a bottle that speaks of history and values, that fully represents the Serena Family and its new line: Serena 1881.

An important project assigned to young students, whom the company has always believed and invested by promoting this type of collaborations.

In the halls of Academy one idea stood out from the rest. A bottle featuring delicate lines where the foundation years links the five generations to the Serena name.

A bottle with an identity, important origin and a story to tell.



Social initiatives

The company, which has always been active on a social level, in 2021 decided to embark on a partnership with Donne Si Fa Storia, an association that deals with supporting female entrepreneurship.

"Women Makes History", specifically, accompanies a series of innovative business and entrepreneurs that are putting themselves at stake with fresh and high potential projects and proposals on the Italian and foreign market. It is responsible for the organization of high-profile events in collaboration with the EU Parliament and the Italian Ministries. It will dialogue with hundreds of young and senior businesswomen, ready to reconsider and to respond with determination to the moment of health crisis and to the major challenges of our time, in the perspective of the 2030 goals.

Supporting important projects for women, is a valuable opportunity to convey Serena message by giving voice to its own valuable trousseau, particularly attentive to crucial themes such as environmental sustainability, innovation, the social world (= solidarity) in a constructive climate aimed at supporting the commitment of the most virtuous entrepreneurship, declined on principles such as sharing, resilience, courage, love for one's own territory.



Sponsorships

For several years we have supported the sports teams of our territory, the main ones are:

- Imoco Volley (4 times Italian Champion, 4 times Italian Cup winner, 5 Italian Super Cups, 1 Champions League and 1 Club World Cup)
- Benetton Rugby (15 times Italian Champions, 4 Italian Cups and 2 Italian Super Cups)
- Treviso Basketball (1 Italian Cup)
- Hockey Cortina (16 league titles, 3 Italian Cups and 2 Alpine Cups)

We also support many other smaller sports realities.





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