

ENOSPHERE

TIME TO WINE

TIME TO UNITE.

TIME TO RETHINK TOMORROW.

TIME TO TURN HERITAGE INTO ACTION.

TIME TO BLEND TRADITION AND LEADERSHIP.

TIME TO GO BEYOND THE BOTTLE AND CREATE CHANGE.

TIME TO PUT THE PLANET AT THE TABLE.

FOUNDING MANIFESTO

ENOSPHERE. ONE SPHERE. ONE VOICE.

ENOSPHERE is the movement for wine culture. A single voice uniting wine producers and the world's governmental leaders, universities, gastronomy experts, trade specialists and media to debate the culture of wine and the future.

ENOSHPERE is founded on a simple but urgent conviction: wine, as one of the most enduring expressions of human culture, requires a renewed and coordinated effort to be understood, protected and projected in a rapidly changing world.

Wine is not merely an agricultural product or a commercial good. It is a civilizational asset, shaped by geography, tradition, knowledge and time, and deeply embedded in the cultural, social and economic fabric of societies across the globe.

Yet, despite its significance, the voice of wine today is increasingly fragmented, reactive and, at times, absent from the broader global conversation.

ENOSPHERE exists to address this imbalance and to mobilize a movement that reshapes wine culture and inspires the world.

1. A Platform for Alignment

- The contemporary challenges facing the wine industry are complex and interconnected.
- They range from shifting consumption patterns and generational transitions to regulatory pressures, climate change and the transformation of global markets. These challenges cannot be meaningfully addressed in isolation.
- **ENOSPHERE** is conceived as a platform for alignment, a space where wine producers, government leaders, universities, gastronomy experts, trade professionals and civil society can engage in informed dialogue, develop shared perspectives and contribute to a more coherent and forward-looking approach to wine.
- To make the future happen, the **ENOSPHERE SYMPOSIUM** is a forum where leading voices come together in a call to action — celebrating the diversity of

cultures and territories, sharing knowledge, sparking innovation and building networks. Its purpose is to foster commitments and shape a collective understanding, ensuring continuity and impact through each symposium edition.

2. Safeguarding a Living Ecosystem and Heritage

- Wine embodies a living heritage that extends far beyond the bottle.
- It reflects landscapes shaped over centuries, agricultural practices refined across generations, and distinctive cultural traditions that continue to evolve great territories and countries.
- The wine industry sustains rural communities, supports biodiversity and plays a vital role in the identity of local cultures and their people.
- Safeguarding wine, therefore, means more than defending the interests of a sector — it means reshaping the culture and protecting entire ecosystems: social, cultural and environmental

3. Reframing the Global Narrative

- In an environment where public discourse is increasingly polarised and simplified, wine is often misunderstood or reduced to narrow narratives.
- **ENOSPHERE** seeks to reframe this narrative by promoting a more nuanced, evidence-based and culturally grounded understanding of wine.
- This involves promoting balanced consumption, supporting research and education, and engaging constructively with institutions and thought leaders to build a credible, informed voice capable of contributing meaningfully to public debate.

4. Principles

- **ENOSPHERE** is guided by a set of principles that define its identity and approach:
- It acts with independence, ensuring that its positions and initiatives are not driven by particular interests but by a commitment to the integrity of the wine ecosystem.
- It upholds the highest standards of intellectual and institutional rigour, recognising that credibility is the foundation of influence.

- It promotes inclusivity and diversity of perspectives, acknowledging the plurality of regions, traditions and actors that shape the global wine landscape.
- It embraces a long-term perspective, grounded in sustainability and intergenerational responsibility.

5. ENOSPHERE: A New Institutional Model for the Future of Wine

- **ENOSPHERE** is not designed as a lobbying organisation or a traditional industry association; it is a platform - measured in its voice, and ambitious in its purpose.
- Its strength comes not from scale, but from the quality of its participants, the seriousness of its dialogue, the depth of its global commitment, and the coherence of its positioning.
- **ENOSPHERE** is an invitation to collective thinking and responsible action, ensuring that the wine industry maintains its rightful place as a cultural, social, and civilizational asset in the world.
- The future of wine will depend not only on markets or regulation, but on the industry's ability to articulate its value, adapt to change, and engage with broader societal expectations.
- Each **ENOSPHERE** Symposium will be held in a different wine region and country, organized by a prestigious local wine producer who serves as the **ENOSPHERE** Host. This rotating model ensures diversity, inclusivity, and the celebration of wine culture across multiple territories of the world.
- The Host must be fully committed to the **ENOSPHERE** Manifesto and act as an amplifier of its voice, values, and global purpose.
- Inspired by the Olympic tradition, each outgoing Host honours and formally recognizes the next one by passing the **ENOSPHERE** Torch, ensuring continuity of stewardship. The Torch symbolizes continuity, shared commitment, and the cultural unity of the global **ENOSPHERE** wine community.