



Abstract

Thesis Title: SUSTAINABILITY IN GREEK WINERIES: AN EXPLORATORY RESEARCH

Student Name: Chloi Suzanne Argyropoulou

Abstract

Topic position and objectives: This paper has as purpose to investigate the extent in which wineries in Greece are implementing sustainability practices and the degree of penetration of sustainability in the Greek wine sector. Another topic of investigation of this paper is the drivers and the barriers that influence Greek wine firms to implement sustainable practices.

Methods: In an attempt to understand how the wine industry in Greece responds to the sustainability subject overall this study created a survey that was addressed to wineries in Greece. The survey included questions regarding their current status in sustainable practices, their future plans concerning sustainability but the barriers they are facing and the drivers they have for sustainability as well.

Main conclusions: This research reveals that up to now the sustainable practices have not penetrated the Greek wine sector. There are no significant indications that in Greece complete sustainable practices are being implemented and that there is a context in which these practices could easily take place. In this sense the results underlined that the main barriers to that that have hampered sustainable practices are the lack of public funds and common standard to following in addition to high costs and difficulty of understanding the topic.

Keywords: sustainability, Greece, Wineries, wine.

