



# Château Ksara

Château Ksara is one of Lebanon's oldest and largest wineries, producing wine and arak for over 150 years and attracting around 40 000 visitors each year.

It has been ISO 9001-certified since 2001 for quality management and ISO 22000-certified for food safety management since 2009. Its mission includes a commitment to economic growth while managing global risk and providing solutions that support communities and protect the planet.



**Name:** Château Ksara

**Country:** Lebanon

**Industry:** Manufacturing/food and drink

**Number of employees:** 110

## What are the benefits of ISO 26000 for Château Ksara ?

Key benefits to date include:

- Improved reputation and involvement in the local community and at the national level
- Reduced water and energy consumption
- Improved stakeholder relations
- Greater involvement in political issues and events

## How did ISO 26000 lead to these benefits ?

Under the guidance of national experts, the team at Château Ksara identified and mapped its stakeholders and sphere of influence, and ran e-surveys among its key stakeholders to better understand their expectations.

A gap analysis was undertaken based on ISO 26000 criteria and the main areas of concern were defined. The team then decided to consult stakeholders when making corporate-level decisions, and used the results of the survey to identify key issues and create an action plan.

Actions to date include:

- Creating **The Grape Initiative**, designed to provide support for Bedouins and improve the lives of staff
- Spreading awareness on responsible consumption through messaging on labels, participating in national and local campaigns and forums and becoming an Approved Programme Provider for the Wine & Spirit Education Trust
- Using organic fertilizers, reducing water consumption and collecting empty glass bottles for recycling
- Measuring actual carbon footprint, with the goal of making their operations carbon-neutral by 2020
- Updating 50% of their procedures to reflect social responsibility principles
- Establishing a new code of conduct with an emphasis on areas such as human rights, the environment, community involvement and development, and fair operating practices
- Including social responsibility in new employee training

*“ISO 26000 is not a substitute for legal initiatives, but a positive tool to achieve economic success without jeopardizing the people and the environment. We believe it can give rise to the next major transformation in business thinking.”*

