



CASE STUDY

Ridge Vineyards' Journey to Become NetZero by 2050

How Ridge Vineyards is building a credible pathway to net zero with Sensiba



Challenge

Ridge had long prioritized sustainable farming and winemaking, but lacked a clear picture of its full environmental impact — from electricity and fossil fuels to global wine shipments. Joining the International Wineries for Climate Action (IWCA) provided the framework needed to build a credible, comprehensive GHG inventory and climate strategy, though doing so came with real challenges:

- ◆ **No internal GHG expertise:** The team needed guidance on Scope 1, 2, and 3 emissions.
- ◆ **Fragmented data:** Emissions data was spread across departments with no single owner.
- ◆ **Limited capacity:** Efforts were managed by a volunteer sustainability committee alongside day-to-day roles.
- ◆ **Accuracy concerns:** The initial GHG calculation left uncertainty around completeness.
- ◆ **Greenwashing risk:** As a transparency-driven brand, claims needed to be supported by third-party-verified data.



Overview

Founded in 1962 in the Santa Cruz Mountains, Ridge Vineyards has spent more than six decades perfecting single-vineyard winemaking — finding exceptional sites across California where climate, soil, and grape variety are ideally matched. Sustainability has been part of Ridge's identity from the start. All estate vineyards are certified organic, and the winery's pre-industrial winemaking philosophy — minimal intervention, no inoculation, no synthetic additives — reflects a deep commitment to working with nature rather than against it.

Services

- ◆ GHG Emissions Accounting Guidance
- ◆ Comprehensive Data Mobilization
- ◆ Climate Transition Action Plan (CTAP)
- ◆ Ongoing Partnership

Solution

Through the IWCA, Ridge connected with Sensiba as its GHG inventory partner — a natural fit given Sensiba's expertise and reputation in the wine industry. Using the IWCA's Excel-based GHG calculator, Sensiba completed a comprehensive emissions inventory across Scopes 1, 2, and 3 for 2023, aligned with the GHG Protocol. Sensiba's approach was both thorough and practical:

GHG Emissions Accounting Guidance: The Sensiba team translated complex GHG terminology into plain language, helping Ridge's team understand what each emissions Scope meant and how different areas of the business contributed — from propane and diesel use on the estate to on-site employee housing and contracted grape growing.

Comprehensive Data Mobilization: Sensiba's sustainability analysts worked across Ridge's organization to identify the right contacts for each data category, ensuring nothing was missed. The process surfaced emissions sources that had been overlooked in earlier calculations, producing a more complete and accurate baseline.

Climate Transition Action Plan (CTAP): Sensiba delivered a detailed transition plan tailored to Ridge's specific operations, assigning accountability to named individuals for each recommended action and prioritizing cost-effective initiatives for implementation. For the first time, Ridge had not just a snapshot of its footprint, but a practical, people-specific roadmap for reducing it.

Ongoing Partnership: Regular check-ins maintained momentum throughout the data collection process, keeping all contributors across Ridge's 30-person organization informed and engaged.

Result

Following a successful first inventory, Ridge chose to re-engage Sensiba for their 2025 emissions reporting — an easy decision with internal contacts established, data processes documented, and Sensiba's team already familiar with Ridge's operations.

With Sensiba's support, Ridge has taken meaningful action across its operations by:

- ◆ Transitioning to renewable electricity purchasing across all locations
- ◆ Reducing bottle weight approximately 25% through a shift to lightweight glass, resulting in a 20% Scope 3 emissions reduction
- ◆ Reviewing and reducing the use of fertilizers and materials identified as emission contributors

These changes have had a tangible impact on Ridge's employees, customers, and the wider community, reinforcing the winery's long-standing commitment to being responsible stewards of the land. Looking ahead, Ridge is committed to reducing emissions by 50% by 2030 and reaching net zero by 2050 in line with the UN Race to Zero pledge. To ensure that commitment translates into action, Sensiba's Climate Transition Action Plan has mapped clear, accountable steps to senior leaders across the organisation, giving Ridge the structure and ownership needed to drive long-term, meaningful impact.



“Sensiba gave us far more than an emissions number — they gave us a roadmap. The Climate Transition Action Plan laid out exactly what we needed to do, who was responsible for doing it, and what it would take to get there financially. For the first time, we had the data to back up our sustainability commitments and a clear, actionable path to reduce our emissions. We couldn't have done that without Sensiba's expertise guiding us every step of the way.”

Ryan Johnson

Director of Marketing, Ridge Vineyards

About Sensiba

Connect with our ESG Team to learn how your organization can get started with sustainability services.

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