

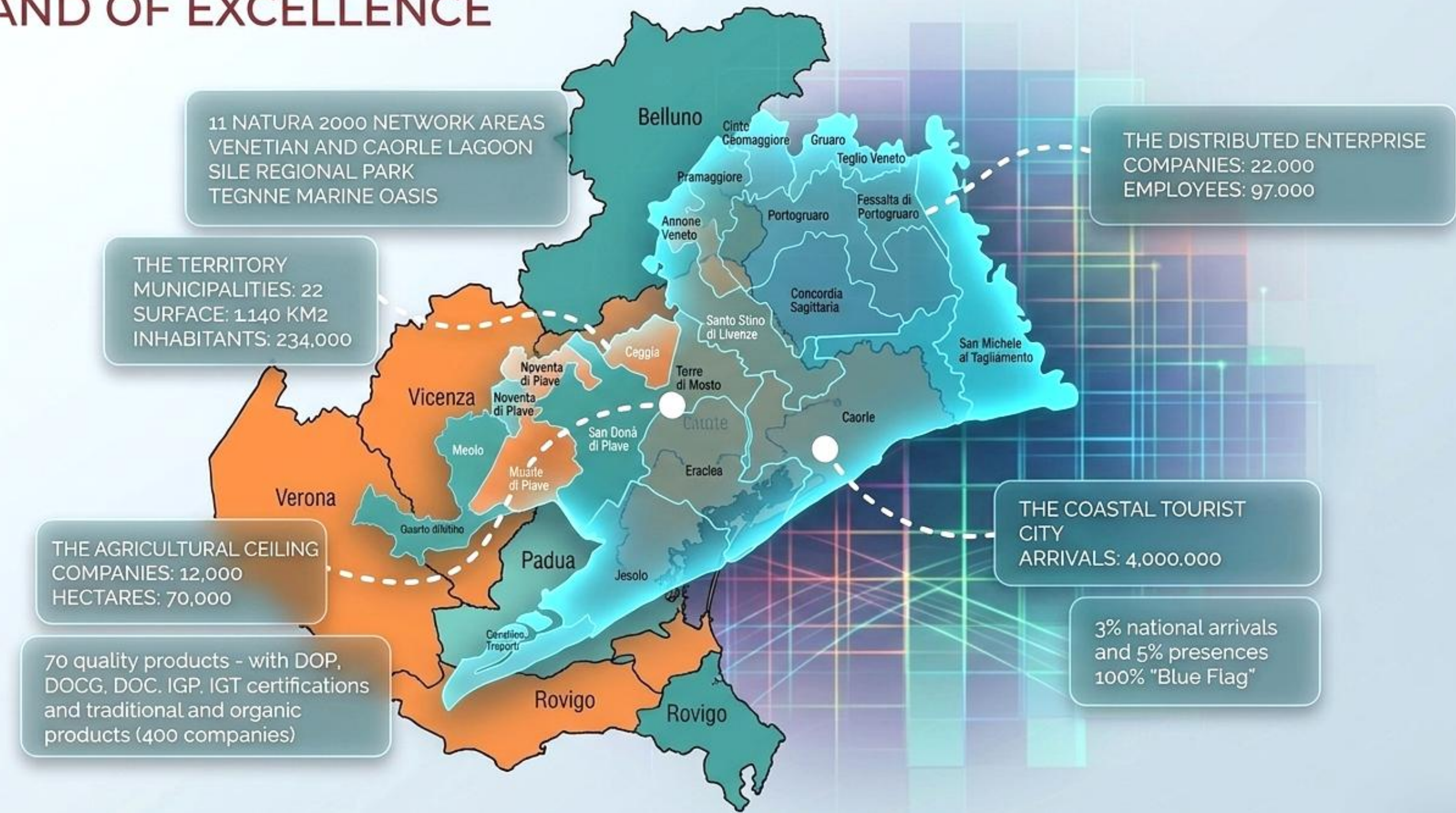
## The One Health societal challenges: the case of pesticides use in vineyards

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### A LAND OF EXCELLENCE



- Eastern Veneto is a highly dynamic rural area where viticulture, public health, environmental quality and tourism increasingly intersect.
- In recent years, the cultivated vineyard area has expanded substantially (+40%) accompanied by an estimated increase in pesticide use (+30%).
- Pesticide contamination affect environmental, animals and humans health differently but simultaneously
- Notably, within this region, municipalities have autonomous regulatory powers on the local use of pesticides.



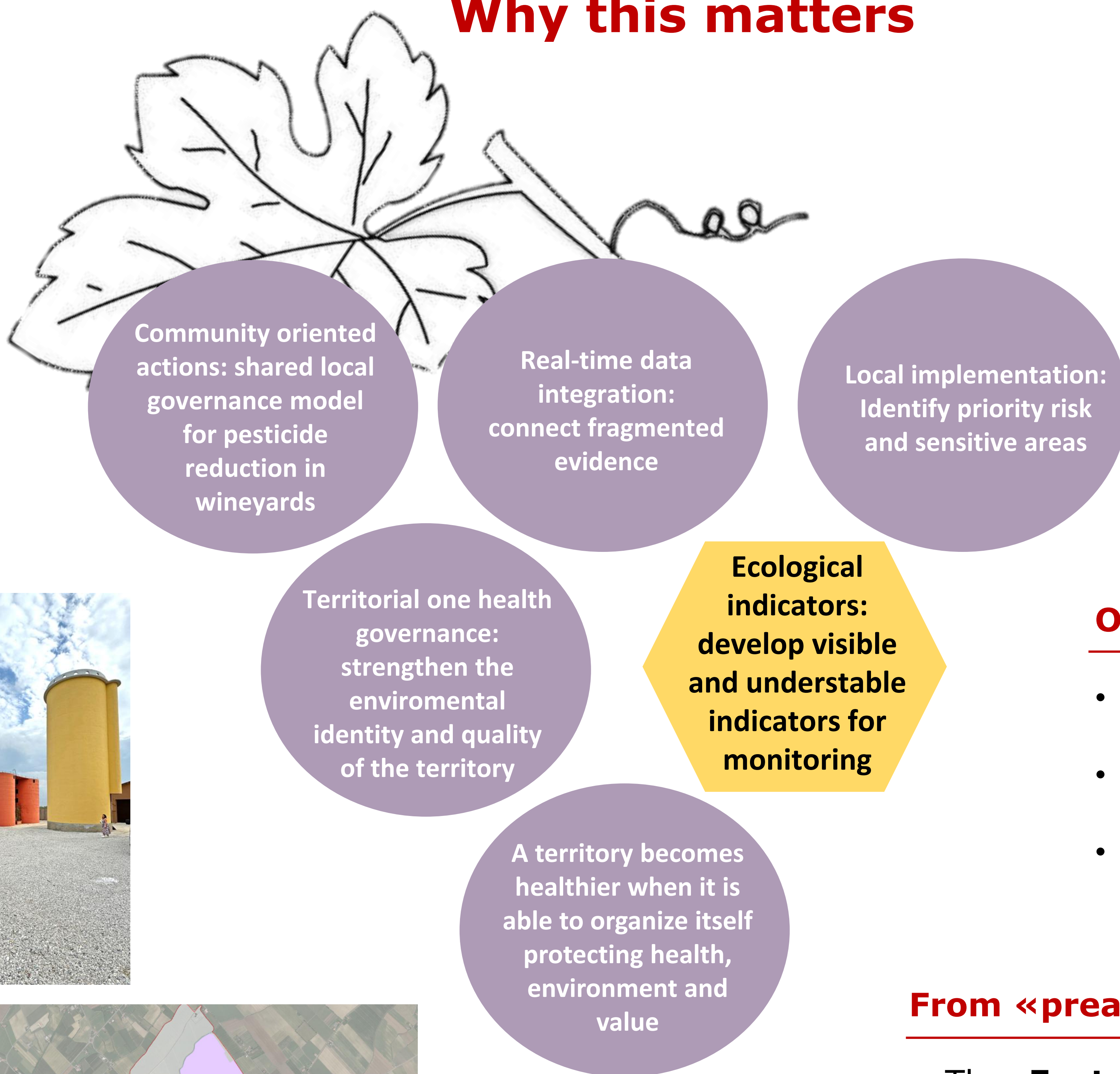
### The Eastern Veneto Wine Masterplan for One Health

**Core idea:** Build a shared and usable local governance architecture for decision making where environmental, agricultural and health dimensions are treated as part of the same living system. One health operationalization: moving from conceptual advocacy to place-based implementation for the co-creation of a healthier ecosystem. **Consortium:** The Mayor's Conference of Eastern Veneto representing 22 municipalities organized, supported by the technical coordinator body VEGAL and the scientific support of the Istituto Zooprofilattico Sperimentale delle Venezie.

### MASTERPLAN: THE FOCUS



### Why this matters



### The challenges

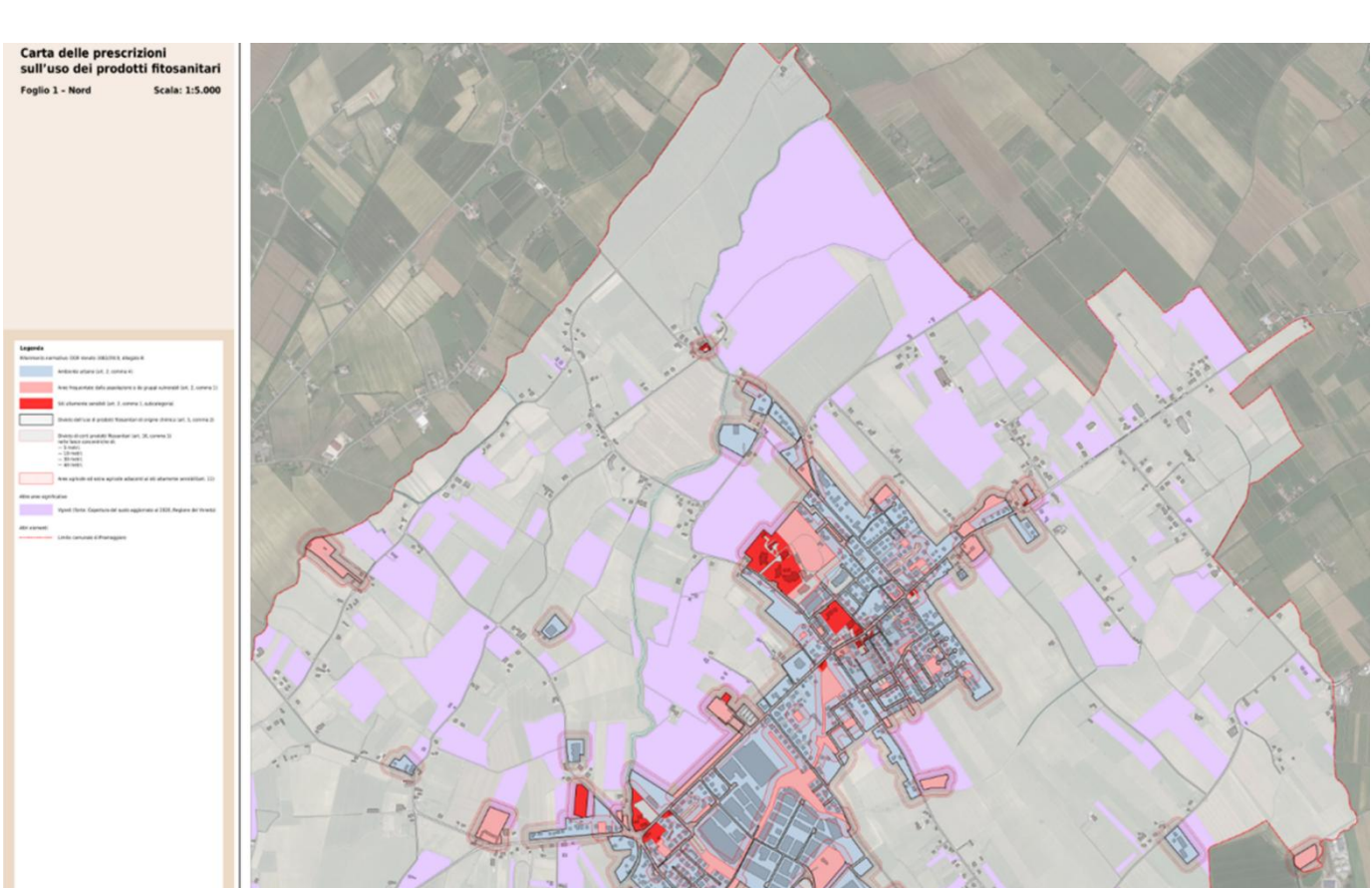
- Relevant data already exist: biodiversity indicators, occupational risk information, pesticide exposure, tourism-flow data, environmental monitoring, etc.
- Yet these are often released too late, fragmented across different platforms and difficult to translate in local actions.
- Territorial authorities are expected to govern complex environmental-health challenges without integrated, timely, usable data. This is both a challenge and an opportunity

### One Health as a territorial practice

- Local governance can become a powerful driver for the One Health framework
- One Health only becomes real rooted in an actual territory, as territorial health emerges from ecosystem health.
- Moreover, product (i.e., wine) quality reflects territory health, as such building a process together with local stakeholders is crucial for ensuring project success.

### From «preaching» to «practicing» One Health

- The **Eastern Veneto Wine Masterplan** was developed as a bottom-up initiative to move from One Health principles to territorially grounded One Health Practice.
- This Masterplan aims to become a framework supporting municipalities in governing pesticide-related challenges in wine growing areas and create an alignment between product quality, territorial health, environmental conservation and tourism attractiveness.



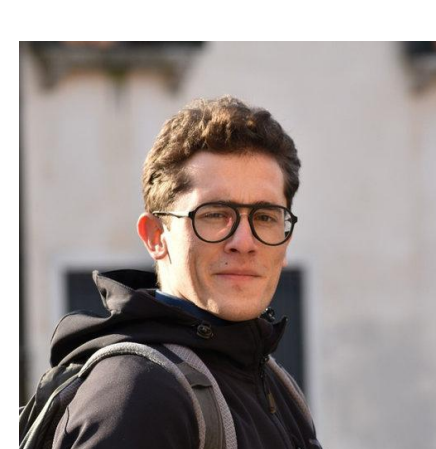
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**Reference:** ANSES. (2025). Ten years of phytopharmacovigilance in France – Review of the only organisation of its kind in Europe for post-MA vigilance of plant protection products. (Request 2024-VIG-0150). Maisons-Alfort: ANSES, 79 p.

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