Cross Fertilisation event

WINETWORK

European Knowledge Transfer

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Objectives

- WINETWORK project has the ambition to stimulate collaborative innovation in the wine sector.
- The project implement a **methodology** that has been successful in promoting demand-driven innovations during previous regional and European projects.
- The main topic of the network is **the control of diseases** that jeopardise the future grape production.

10 wine-producing areas

7 countries

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How did all start

From winetech plus — communauté de l'innovation et des nouvelles technologies en viticulture et vinification

To WINETWORK — European Knowledge Transfer

2 french « whistleblowers » 6 months of work

November 2013

ACTA and EUROQUALITY contact IFV about the ambition of EC to produce a call on Network ans dissimination

November 2013

IFV is involved in a SUDOE project using an original methodology to drive a network about needs of Innovation in the wineries : Winetech +

December 2013

IFV contact the coordinator of the methodology : FEUGA
and explain the importance of building a Network on 2 main vine diseases

Thematic networks, unlocking and exchanging knowledge across the EU (call closure 26/6/2014)

The thematic networks should also involve a range of actors from science and practice, along the same lines as the multi-actor approach. These networks aim to:

- **collect existing scientific knowledge and best practices** on the chosen theme: what do we have/what do we need to facilitate the use of the results.
- **develop end-user material**, such as info sheets in a common format and audio-visual material. The material should be available long-term and easily understandable and accessible to end-users and may serve as input for education and for a research database.

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The needs of the european wine sector

1- We wanted the project to tackle very precise topics and not general wine thematic : organic wine, pesticide,…

2- Focus on two diseases that endanger vines and jeopardise the grape production

Fast spreading
across Europe!

Severe financial implications/losses
and
Source of anxiety and questions among wine growers

The Consortium

Based on the Methodology we wanted to apply and No more than 10 partners involved in 4 missions :

- Dissemination (several partners)
- Methodology (1 partner)
- Tool development (1 partner)
- Scientific knowledge (1 partner)

A RULE :

No pressure to integrate a partner who we are already working with in the country

No more than 2 per country

Integration of Countries with more or less knowledge (3 to 5 countries)

Communication Tools Expert

Research Institution (European Reference)

1st expert
Methodology of the project

2nd expert
Knowledge of European Wine Production

3rd expert
Knowledge of European Project Calls

The pillars of the consortium

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The Consortium

January to March : 1 conference Call each 15/20 days

Writing of a guideline of our approach (6 pages)

To present to the future partners

The objectives of the consortium should have been well understanding by everybody

Part of the EC Call
Understanding of the topic
Background to the proposal
Scope of the project
Objectives and expected results : **project based on the hiring of Facilitator Agent and creation of technical groups**
Partnership

Research of the others partners [mail and phone call]

A technical centre per country, realising the interface between the research and the market or an association of professionals such as winegrowers association.

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The research for technical partners

The consortium

- Research Institution
- Communication Tools Company
- Expert in Methodology
- Expert in Knowledge of wine industry
- Expert in Knowlege of EC project

Proposal of partners in its own country and others according to :

1. The situation of the diseases in the area
2. Their skills in communication and diffusion to the end-users

6 new potential partners have been contacted

NO REFUSAL

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The team

2 days in Paris….May 21-22

1st : The 5 pillars of the consortium

2nd : All the partners

To discuss about the strategy

To write in details the task of the Work Package and the others sections

To distribute responsibilities to finalize the writing of the proposal

To discuss about the budget….

…but also :

To know each other

To show the motivation of each of us

To empower partners on the remaining work

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To conclude

Six months of work…

To build a relevant and motivated consortium

5 Innovation Support Services
2 SMEs
3 Wine producers clusters
1 Scientific research centre

To obtain an understanding of all about the strategy, the objectives and the future missions

A indispensable help of a partner knowing the rules for drafting and well understanding of the topic

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And now and later

Now….

10 facilitator Agents

10 Operation Group

2 scientific working groups

Knowledge reservoir

Material available will be updated and adapted to the different end-users

…Later

On a Web Gate as dedicated **section of Infowine** to assure large dissemination for a long time