

Research and innovation in wine in Greece and REMTh in an international context

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Institute for Prospective Technological Studies

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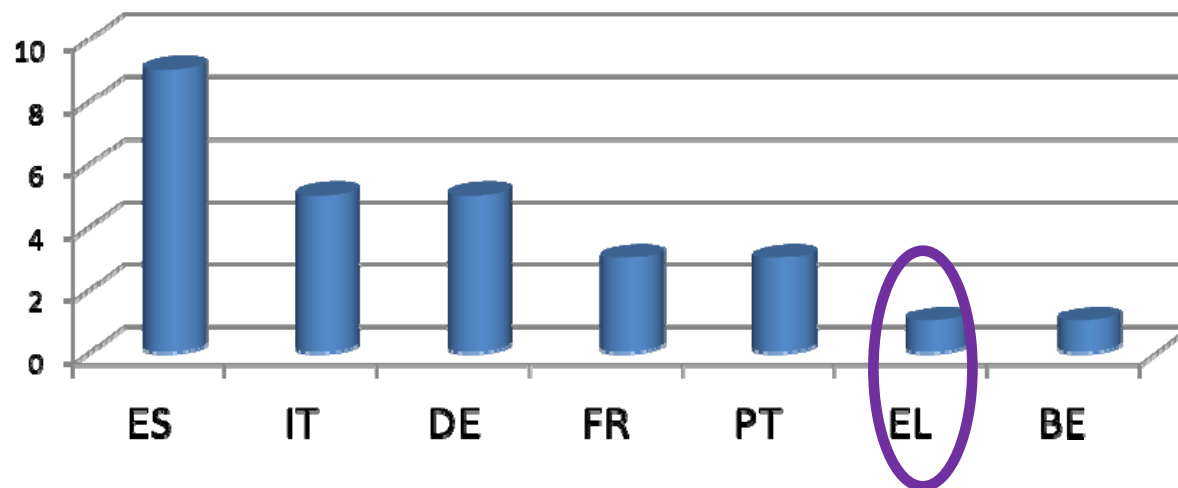
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* The views expressed are purely those of the authors and may not in any circumstances be regarded as stating an official position of the European Commission.

Research and innovation projects in wine funded under FP7

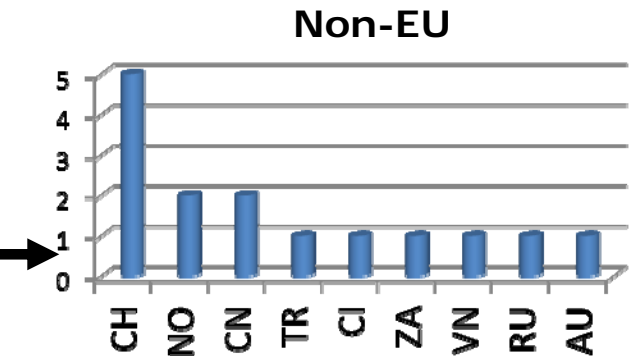
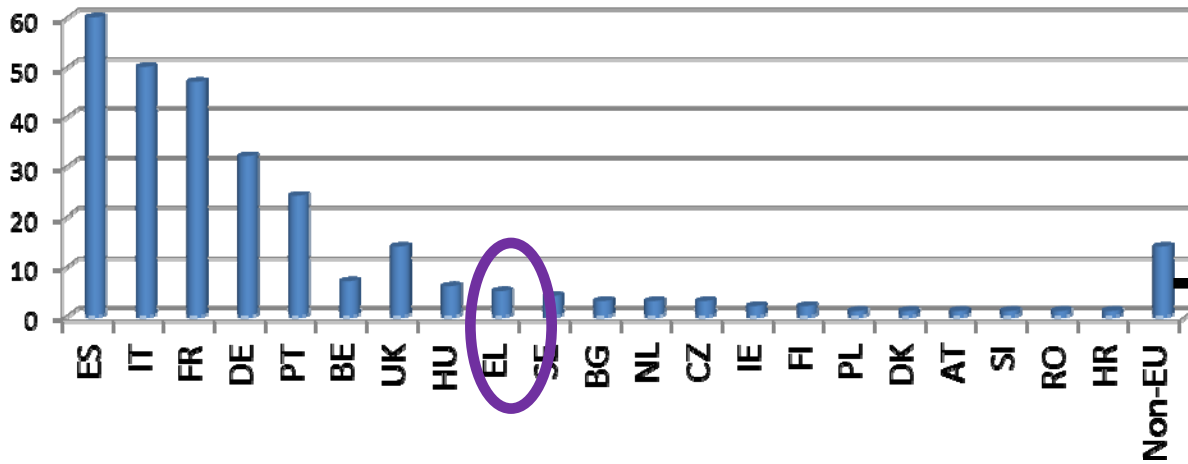
Framework Programme 7 and wine research

FP7 wine project coordinators by country

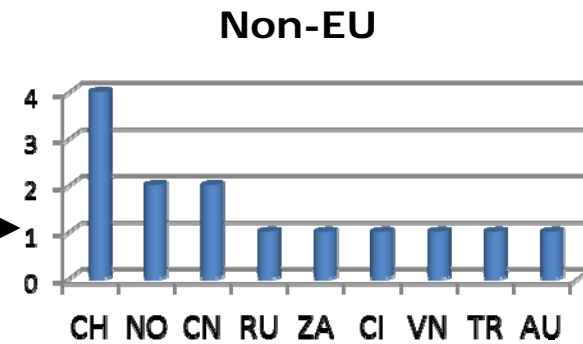
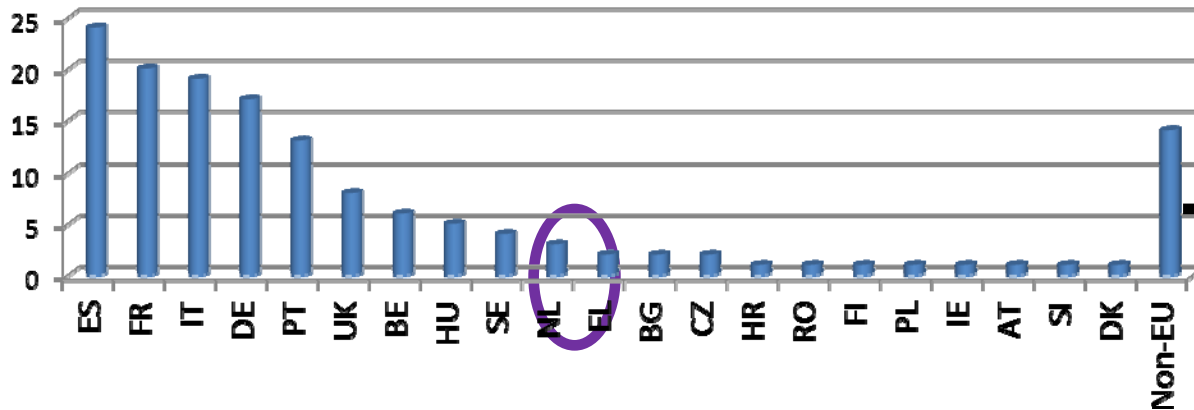


WILDWINE (FP7 Capacities)
(Multi-strain indigenous Yeast and Bacterial starters for 'Wild-ferment' Wine production)

FP7 participations in wine projects by country

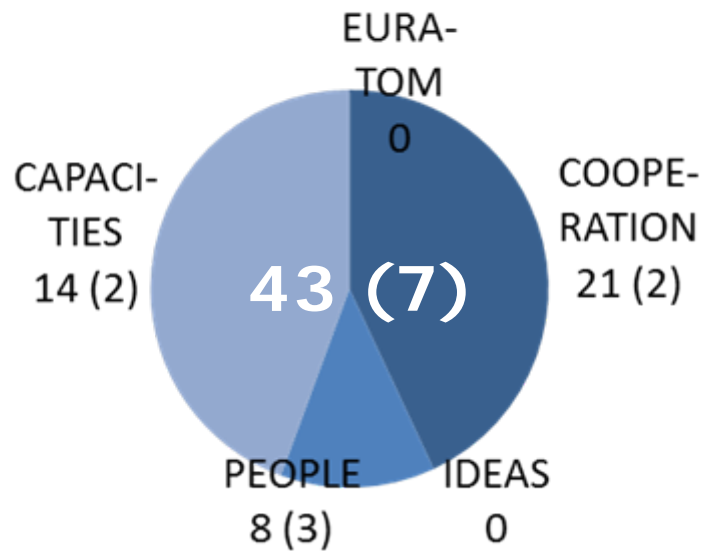


FP7 projects in wine projects by country

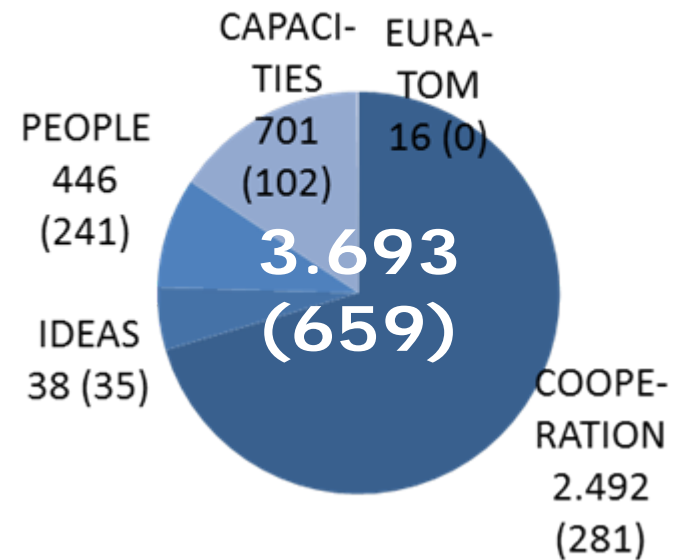


REMTh participations in FP7

Anatoliki Makedonia, Thraki

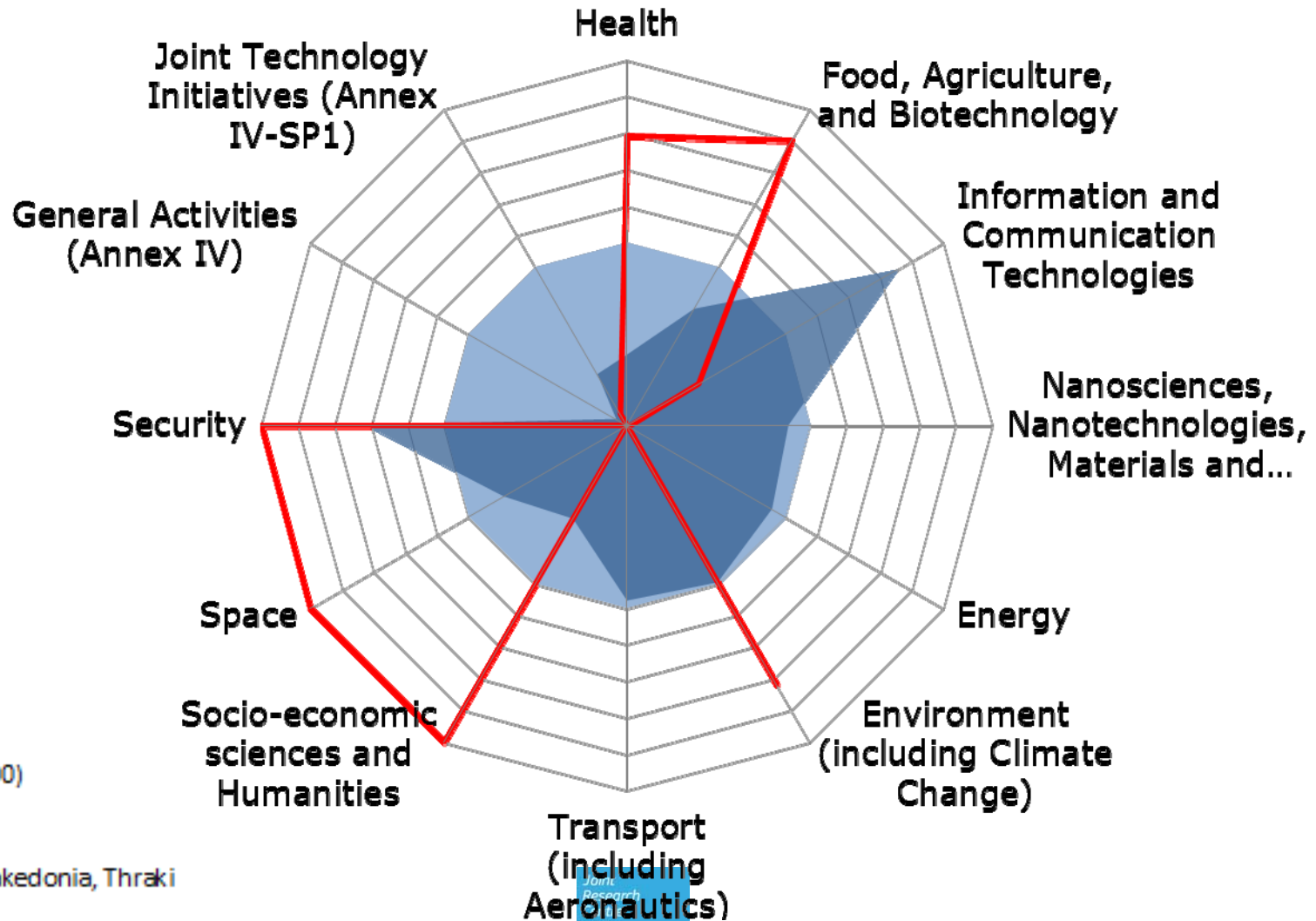


ELLADA





REMTh participation in FP7: thematic focus



Examples of wine projects co-financed by other European funding sources

Under "Life-long Learning":

Marketing European Wine Resources for Micro Producers

Site dedicated to assisting small wine producers to fulfil their marketing needs, by offering strategies and ideas that can be adopted and adapted by individual producers.

It contains a course that can be studied in your country with a tutor or as self-directed learning.

Český Deutsch English Español Français Italiano Romana Slovenščina Svensk



Under DG Enterprise - Support to transnational thematic tourism products as means of enhancing competitiveness & sustainability of European tourism

Secret Wine Tours

The SecretWine Tours Project focuses in particular on cycling, hiking and biking tourism by valorising the trails and routes through these wine growing areas, as a "memorable experience".



VINEST (CIP co-financed) is the network of small European wine areas (Since 1998)

Partners:

BULLAS, Región de Murcia (Spain)
GROESBEEK, Gelderland (The Netherlands)
ILOK - SRIJEM (Croatia)
PLANARGIA, Sardinia (Italy)
SAALE-UNSTRUT, Sachsen – Anhalt (Germany)
VAS COUNTY (Hungary)
VIPAVA VALLEY, Primorska (Slovenia)
WEINIDYLLE SÜDBURGENLAND, Burgenland (Austria)
AREA EUROPA srl



Under DG Environment: LIFE13 ENV/ES/000776

LIFE VINEYARDS4HEAT (V4H)

Vineyards for carbon footprint reduction: a sustainable strategy to use biomass for heat & cold in wineries.

The project aims to demonstrate the feasibility of an integral governance strategy to mitigate climate change, Vineyards Virtuous Circle (VVC).

Coordinator: Ajuntament de Vilafranca del Penedes

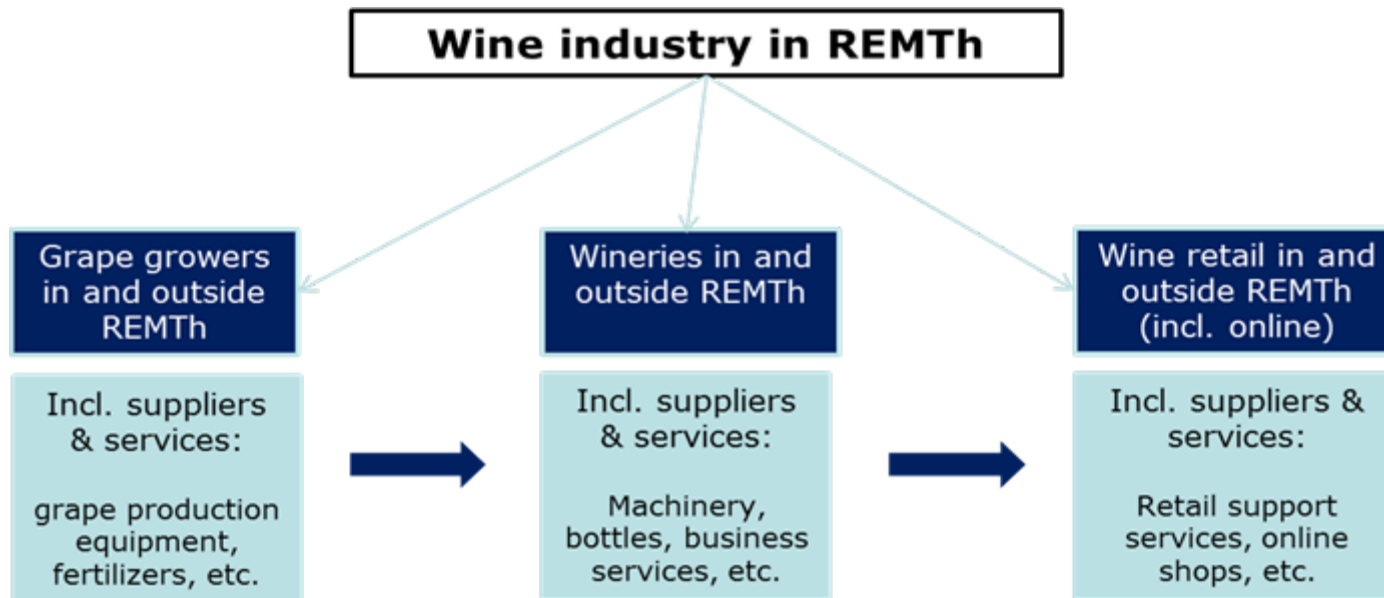
LIFE programme 2014-2020:

<http://ec.europa.eu/environment/life/>

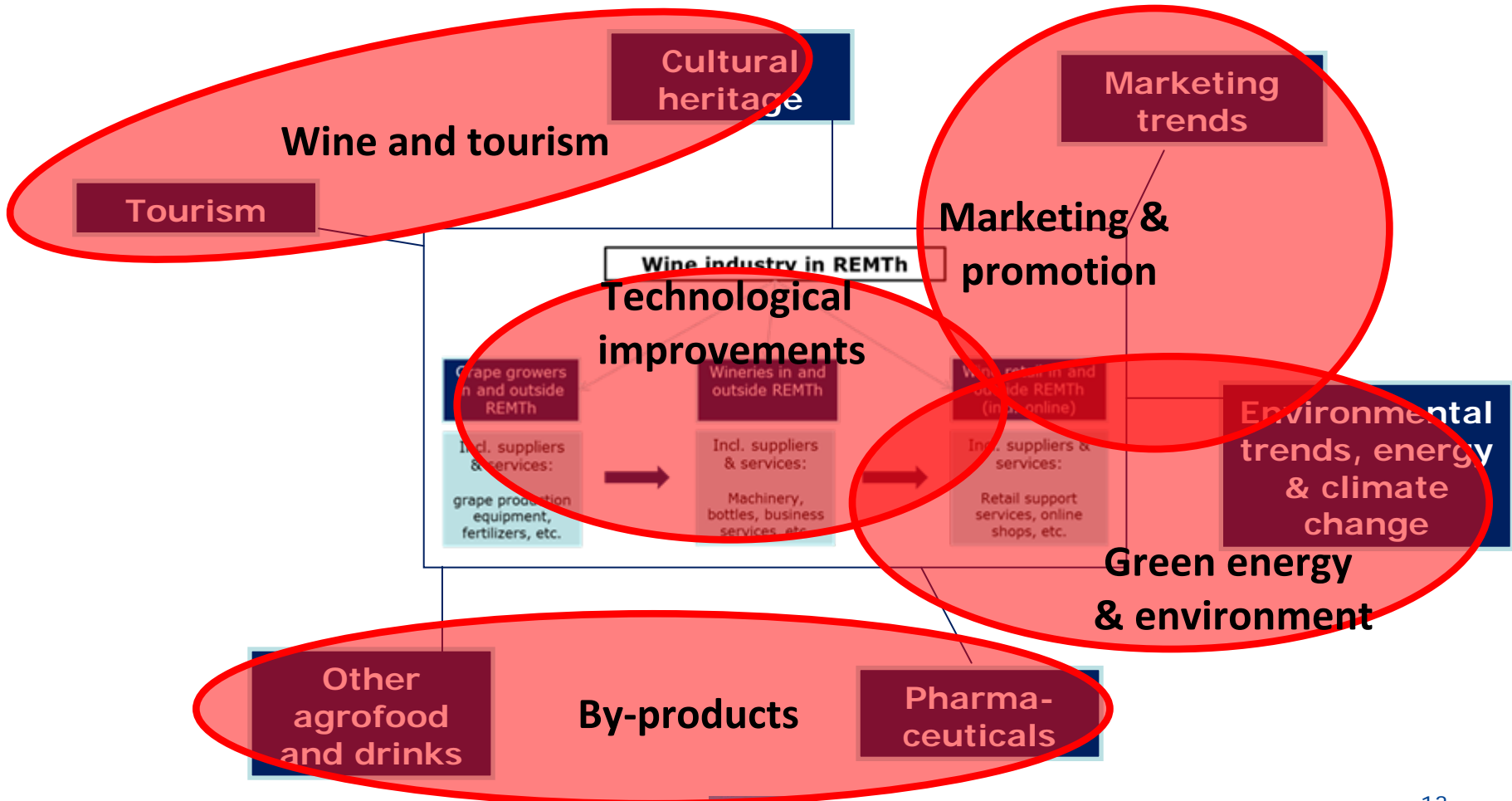


Opportunities for research and innovation in wine and grapes for REMTh

Scope for R&I : Wine value chain, related sectors and trends



Scope for R&I: Wine value chain, related sectors and trends



Examples from different areas

1. R&I focusing on technological improvements

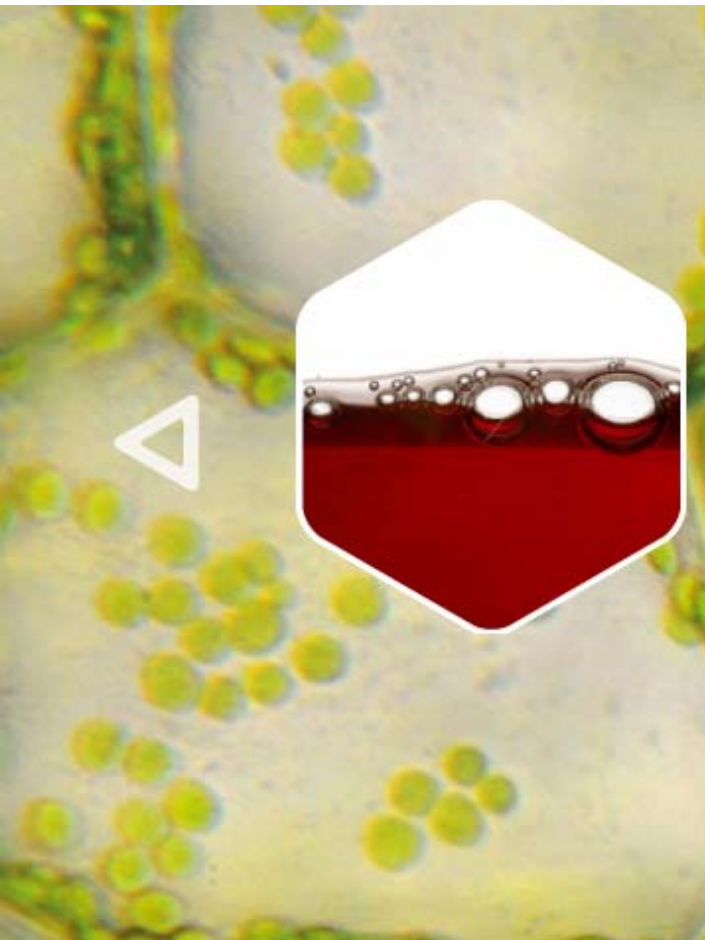
Sensara (Logroño – Spain)

Small biotech company selling nano-biosensors to the food and wine industries

Now testing two portable analysers made by Biorealis, a high-tech company from Bratislava, Slovakia.

Matchmaking through **The Enterprise Europe Network**, with some 600 partner organisations in more than 50 countries, matches SMEs with the right partners using databases and matchmaking events.

<http://een.ec.europa.eu/success-stories/wine-analysers>





2. R&I focusing on by-products of wine and grapes

HAprowINE - Integrated waste management and life cycle assessment in the wine industry: From waste to high-value products

Partners

Fundación del Patrimonio Natural de Castilla y León. (España)
La Fundación Centro Tecnológico de Miranda de Ebro. (España)
UNESCO Chair in Life Cycle and Climate Change (Spain)
PE International GmbH. (Alemania)

LIFE PROJECT



HAprow **WINE**



Applications of cellulose fibres obtained from wine waste increase mechanical properties of plastic materials and this reinforcement is specially effective in the longitudinal direction of the cellulose fibres. Porous materials also reduce weight.



Cellulose fibre applications

3. R&I related to green energy and the environment in wine

E-VitiClimate

Under the European "Life-long Learning" programme

Aims to train teachers and trainers on issues related to climate change and on different viticultural techniques to help producers adapt to climate change.

An innovative platform offers two modules to inform technicians:

Module 1 presents the climate change process globally, its effects on European vineyard and adaptation techniques (irrigation techniques, genetic adaptation)

Module 2 details the required adaptation to local ecology, examples and guidelines.



4. R&I in wine tourism



- 1 – Wine Roads – Wine Roads of Northern Greece
- 2 – Wine Community Partnerships – Hunter Valley of Australia: wineries + local tour operators
- 3 – Special Wine Events and Festivals
- 4 – Experiential Wine Programs – Wine blending seminars in Napa and Sonoma valleys (California)
- 5 – Link Wine to Regional Tourism
- 6 – Unique Partnerships – Okanagan Valley of Canada (wine and golf courses) - Sonoma Mission Inn Spa in California (wine and spa)
- 7 – Wine Villages – Old (Chateauneuf du Pape /Rhône Valley - Montalcino/Brunello) and created from scratch (Healdsburg/ California – Grapevine/Texas.
- 8 – Focus on Art & Architecture
- 9 – Food & Wine Matching
- 10 – “Green” or Ecotourism Focus
- 11 – Unique Wine Tours
- 12 – Social Media for Wine Tourism

Source: <http://lizthach.wordpress.com/2013/12/06/12-best-practices-in-global-wine-tourism/>



WINE ROADS
OF NORTHERN
GREECE

4. R&I in wine tourism

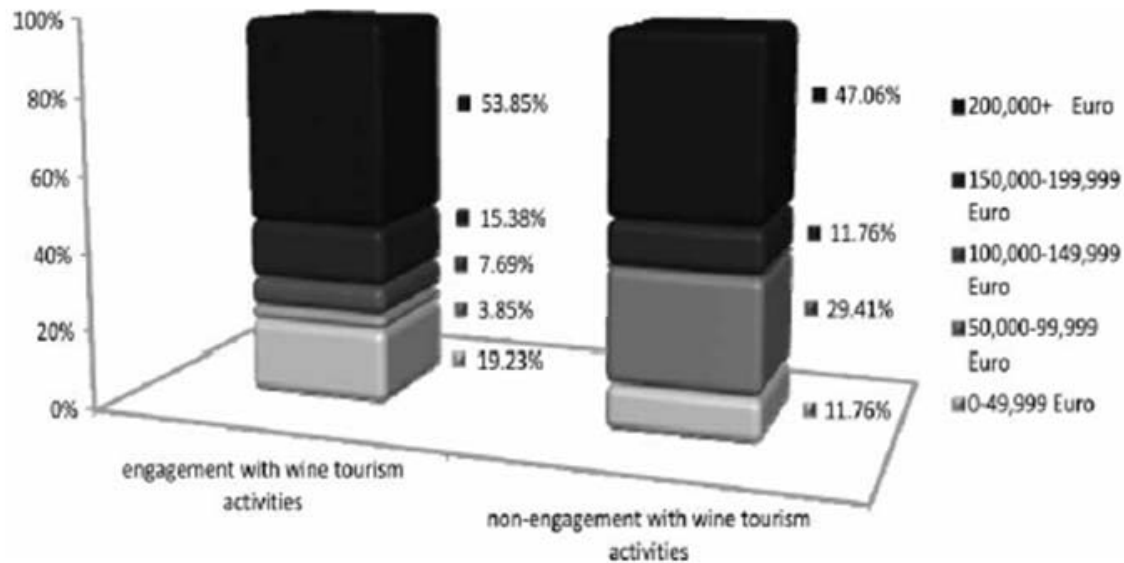


Figure 2. Wine producers income classified according to their engagement or non-engagement with wine tourism activities.

Source: Stavrinoudis et al, 2012.



Thank you