



**INTERNATIONAL ORGANISATION OF VINE AND
WINE**

OIV & MEDGOLD

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OIV



The International Organisation of Wine and Vine



An intergovernmental organisation of a scientific and technical nature

Objectives: inform, assist, harmonise, standardise, and support the vitivinicultural sector.

The final decisions are made via consensus of the OIV member states



4 functions:

- Standards élaboration
- Research and publication
- Databases, statistics
- Education and communication

Network of over 1,000 experts from around the world

48 member states – 86% of global production 71% of the consumption of wine



The vitivinicultural sector

- Diversity and fragmentation of the value chain actors (at a local, regional and global scale).
- Sector confronted to many challenges:
 - Climate Change,
 - Sustainability,
 - New and strong societal expectations (health, environment),
 - New crisis (COVID, Ukraine).
- A sector that must anticipate, adapt and be resilient.
 - Need to develop innovative practices and tools to support the sector.





MEDGOLD & the vitivinicultural sector

- **Decision support tool:** Protection against biotic & abiotic stress:
 - In budgeting and stocking for the upcoming season,
 - determining which grape varieties and rootstocks to use,
 - defining the type of pruning, irrigation system...
- **Long term predictions of the main climatic factors** which impact on grape growth and quality
- **Easily accessible & valuable information to manage risks** within the framework of medium and long-term business strategies





Involvement of the OIV with MEDGOLD

- Presentation of Copernicus and MEDGOLD project to the OIV ENVIRO group (Environmental and Climate Change dedicated group).
- Willingness to develop MEDGOLD on a larger scale & long term: facilitation of exchanges between stakeholders.
- Dissemination of the MEDGOLD tool to OIV Members States in a logic of how digitalization can support the resilience and adaptation of the sector to climate change.





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THANK YOU FOR
YOUR ATTENTION