

VITICULTURE



viti REV

Let's innovate
for *winegrowing* regions

THAT ARE ENVIRONMENTALLY FRIENDLY



The goal is to boost the territories,
employment and economic activity
of the winegrowing and winemaking sector,
all the while safeguarding the naturel heritage
and preserving a unique quality of life.



RÉGION
**Nouvelle-
Aquitaine**



BANQUE des
TERRITOIRES



nouvelle-aquitaine.fr

ALAIN ROUSSET

Président of Nouvelle-Aquitaine Regional Council



In Nouvelle-Aquitaine, winegrowing is one of the pearls of our regional economy. It is also a business that has shaped our territories and forged our culture. Vines and wines structure, breathe life into and boost a significant part of our region. That is why transforming viticulture in Nouvelle-Aquitaine - in a way that strikes a balance between societal expectations, environmental protection, adapting to climate change and preserving the distinctive features of its wines - is a high stake at both regional and local levels.

The goal of the VitiREV programme is to drive the change required to shape the winegrowing regions of tomorrow, which must create value, be environmentally friendly and meet the expectations of citizens.

Our objective is clear: to create in Nouvelle-Aquitaine ground for dialogue and co-building that puts winegrowers and citizens at the heart of their development strategy. To do so, we want to support viticulture that is ethical, firmly rooted in its region and history, and innovative and committed to the digital transition. The goal is to build territories that set an exemple in all aspects of sustainable development.

EDITORIAL

Lydia Héraud,

Member of the Regional Council of Nouvelle Aquitaine
in charge of the wine & spirits sector



By choosing to lead the VitiREV programme, the Regional Council has given proof of a strong commitment to the winegrowing industry and its future in the regional economy and in our rural areas. It is a uniting project for which all stakeholders are doing their part, including inter-branch organisations (CIVB, BNIC, IVBD, IVSO), chambers of agriculture, research and transfer institutions (INRA, BSA, ISVV, IFV, universities, etc.), and structures that drive innovation (Inno'vin cluster and the Agri Sud-Ouest Innovation competitiveness cluster, regional SMEs and startups).

This programme is all about bringing us closer to the viticulture of tomorrow by drawing on studies that have already been completed and on the initiatives undertaken by each player in order to go further and faster together by pooling resources and combining our efforts in creating an ambitious programme of action.

Reducing the use of inputs is a key goal, but this programme is also intended to bring about changes to agricultural practices in order to address other challenges faced by viticulture, such as adapting to climate change, protecting biodiversity, the question of land in urban areas, and new expectations from the part of consumers.

The VitiREV programme will also support other sectors and agricultural areas at regional and national levels.



viti REV

PLAYERS IN



GENERAL COORDINATION

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9 PRIORITIES of the programme

1

VitiREV actions at the heart of winegrowing areas

Natacha ELIA > n.elia@gironde.chambagri.fr

2

Funding business innovation

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3

Leverage data to measure and speed up the transition

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4

Financing the equity capital of startups and businesses

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5

New tools in agroecology

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6

Spreading good practices among professionals

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7

Harmonise our methods relating to citizen consultation

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8

Highlight the wine industry's assets to promote employment

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9

Move forward by improving our knowledge through research based on partnership

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TOUCH WITH YOUR PRIORITIES



INVEST AND MANAGE RISK

VitiREV INNOVATION Fund

Funding for innovative startups in Europe to contribute to the ecological transition of the wingrowing sector



Amaury KALT

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VitiREV TERRADEV Fund

Funding for the agroecological transition of the winegrowing and winemaking businesses



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INNOV'INVEST Forum



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EXPERIMENTING WITH INSURANCE



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PRESSE

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vitiREV IN A NUTSHELL

With vitiREV, the Regional Council of Nouvelle-Aquitaine and its partners support the winegrowing transition.

2019-2027

8 years
of joint
EFFORT



15 Living labs

Territorial
Innovation Labs



150
STAKEHOLDERS



174
ACTIONS

2
investment
FUNDS created



374
MUNICIPALITIES
involved



3 IMPACTS

))) Environnemental impact

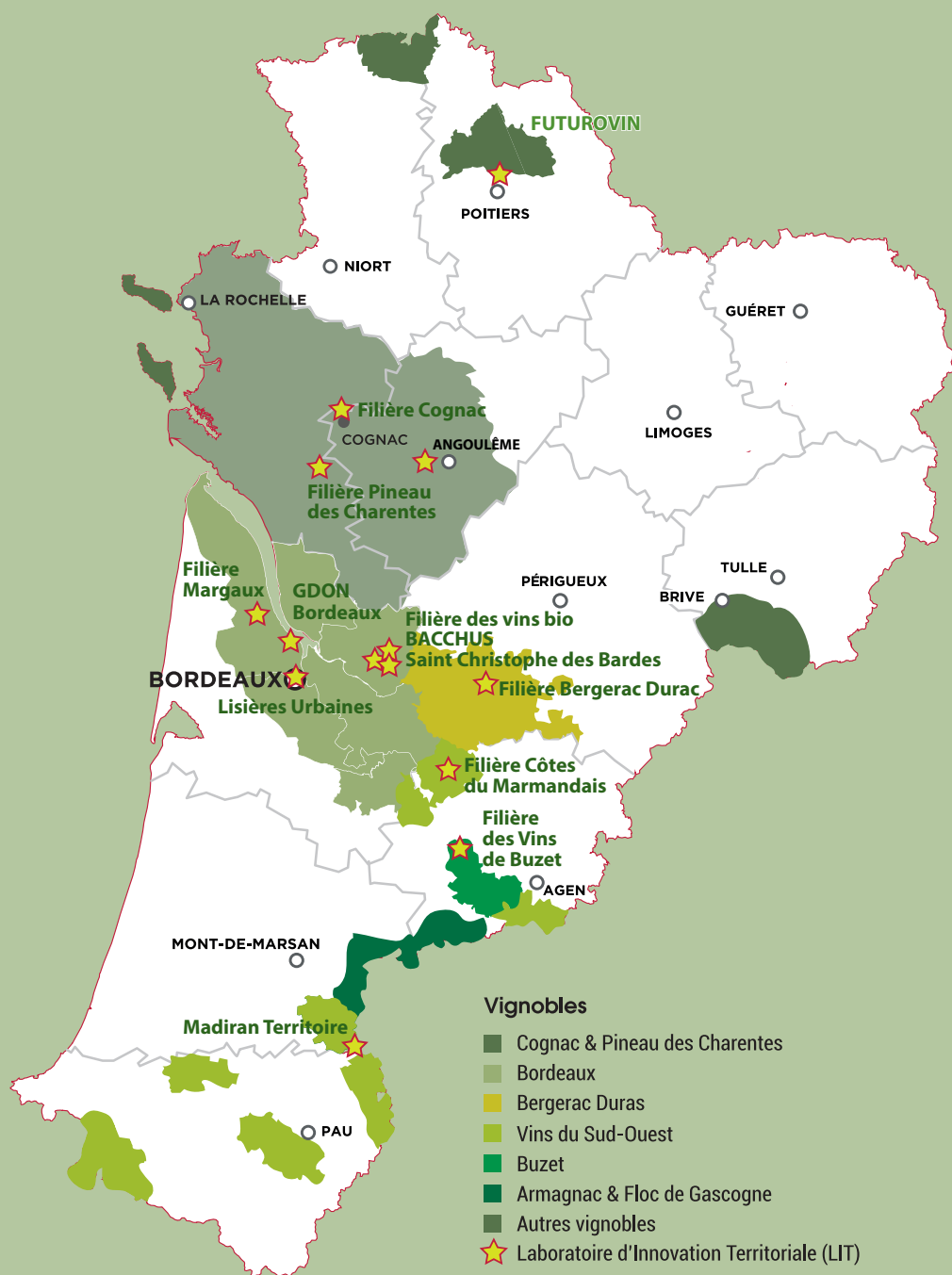
- **substitute** phytosanitary (pesticides, herbicides, fertilisers, fungicides, etc.),
- **respect** biodiversity,
- **preserve** the soil and ground water.

))) Societal impact

- **unite** citizens and winegrowers around a common goal,
- **spread** good practices far and wide,
- **improve** the quality of life for citizens and wine industry professionals.

))) Économical impact

- **help** wine estates **stay productive** and **profitable**,
- **ensure high quality** products,
- **attract and train** professionals.

[+ MORE INFO](#)