

2 0 2 0

STRATEGIC  
PLAN



2 0 2 0

4





International Organisation of Vine and Wine

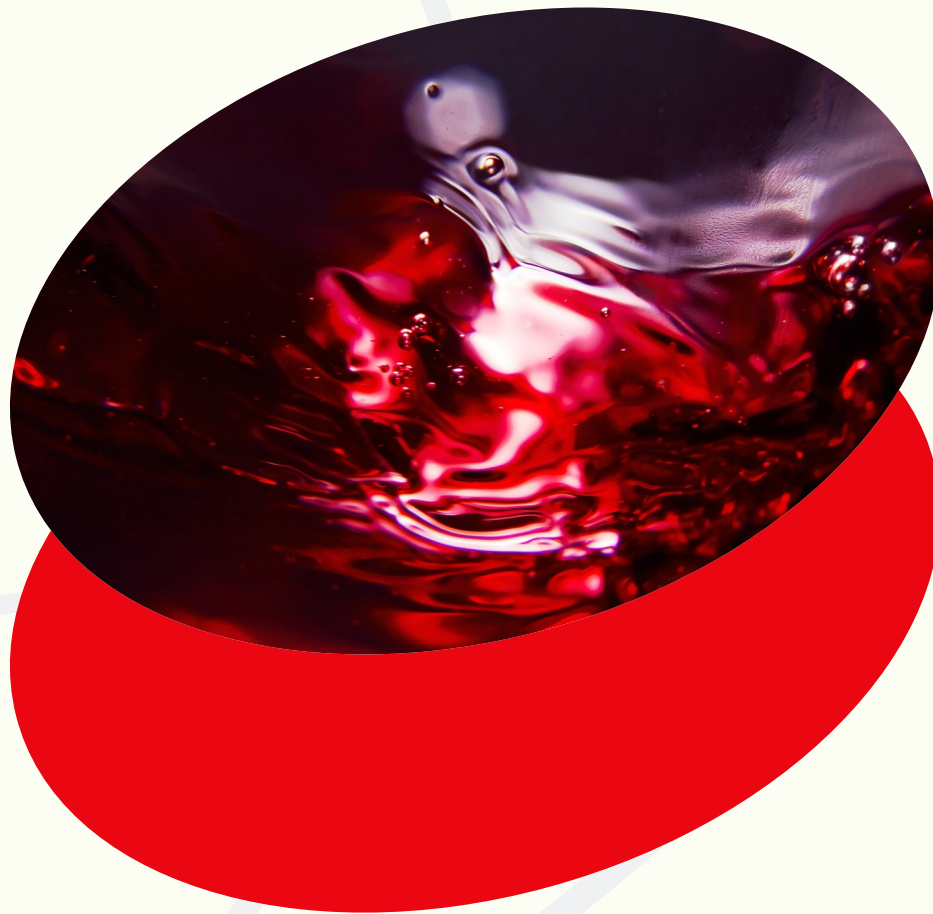
# OIV STRATEGIC PLAN

## 49 Member States

Algeria  
Argentina  
Armenia  
Australia  
Austria  
Azerbaijan  
Belgium  
Bosnia-Herzegovina  
Brazil  
Bulgaria  
Chile  
Croatia  
Cyprus  
Czech Republic  
France  
Georgia

Germany  
Greece  
Hungary  
India  
Israel  
Italy  
Lebanon  
Luxemburg  
Malta  
Mexico  
Moldavia  
Montenegro  
Morocco  
Netherlands  
New Zealand  
Norway

Peru  
Portugal  
Republic of North Macedonia  
Romania  
Russia  
Serbia  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Turkey  
Ukraine  
United Kingdom  
Uruguay  
Uzbekistan

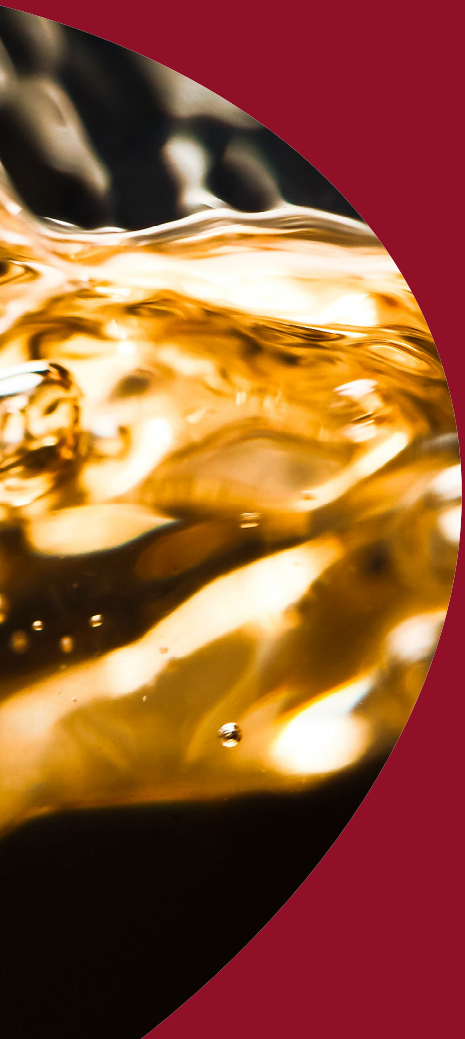


**2020 • 2024**

*The International Organisation of Vine and Wine (OIV)  
is an intergovernmental organisation  
established under the **Agreement** of 3 April 2001.*

**The Agreement entered into force on 1 January 2004, following the deposit of the 31<sup>st</sup> instrument of ratification.**





The 2001 Treaty effectively updates an earlier Agreement for the creation in Paris of an International Wine Office on 29 November 1924 (“the 1924 OIV Agreement”).

The OIV is an intergovernmental organisation of a scientific and technical nature of recognised competence for its works concerning vines, wine and wine-based beverages, table grapes, dried grapes and other vine-based products.





## ***Article 2 of the Agreement establishes the objects and functions of the OIV.***

**The objects are:**

- to inform its members of measures whereby the concerns of producers, consumers and other players in the vine and wine products sector may be taken into consideration;
- to assist other international organisations, both intergovernmental and non-governmental, especially those which carry out standardisation activities; and
- to contribute to international harmonisation of existing practices and standards and, as necessary, to the preparation of new international standards in order to improve the conditions for producing and marketing vine and wine products, and to help ensure that the interests of consumers are taken into account.

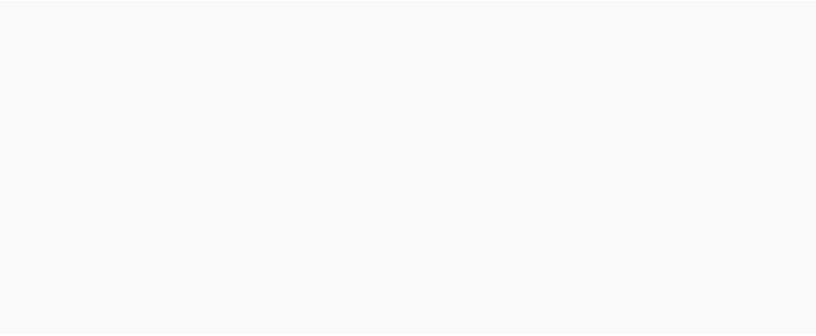




In full accordance with the terms of reference established by Article 2.2 of the Agreement, the OIV fosters an environment that is conducive to scientific and technical innovation, the dissemination of its results and the development of the international vitivinicultural sector.

Through its recommendations, it promotes international standards and guidelines, the harmonisation and sharing of information and sound science-based knowledge, in order to improve productivity, product safety and quality and the conditions for producing marketing and trading vitivinicultural products.





<b>Vision</b>	<b>12</b>
<b>AXIS I</b>	<b>20</b>
<b>AXIS II</b>	<b>22</b>
<b>AXIS III</b>	<b>24</b>
<b>AXIS IV</b>	<b>28</b>
<b>AXIS V</b>	<b>30</b>
<b>AXIS VI</b>	<b>32</b>
<b>Annex</b>	<b>36</b>





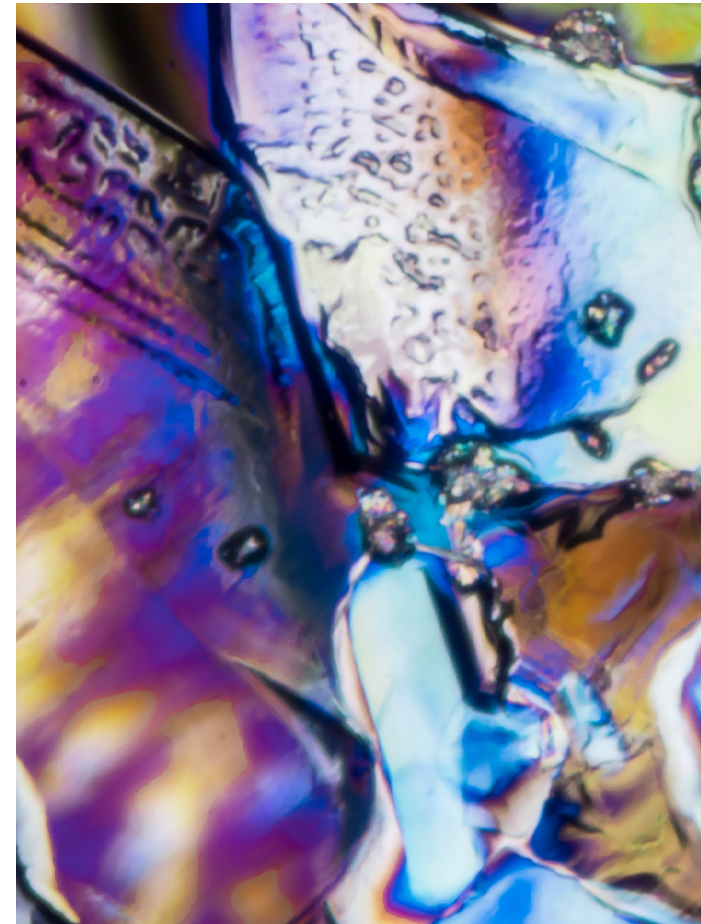
## Vision

The mission of the OIV is to be the world scientific and technical reference organisation on vine and wine.

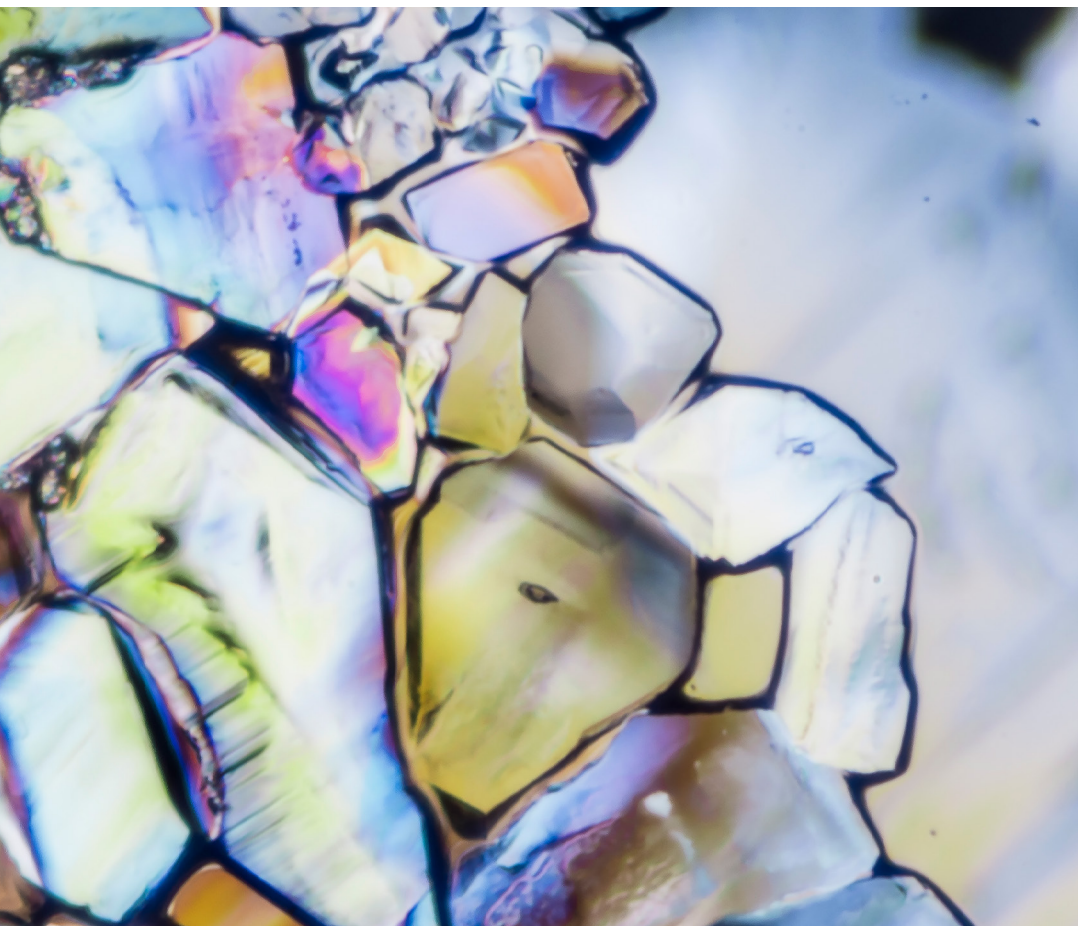
As an intergovernmental organisation of a scientific and technical nature, of recognised competence, the OIV fosters an environment that is conducive to scientific and technical innovation, the dissemination of its results and the development of the international vitivinicultural sector.

The Strategic Plan 2020-2024 and its strategic objectives have been guided by the different issues the international vitivinicultural sector has to face up to, but also by a desire to integrate, into the work of the Organisation, the 2030 outlook of the Sustainable Development Goals (SDG's), developed under the aegis of the United Nations<sup>1</sup>.

The OIV is committed to the SDG's, and is supporting its members in their implementation in areas relevant to its mandate of financial stability and sustainable and inclusive economic growth. OIV members recognise that sustainable development encompasses economic development, social development and environmental protection, all three being interdependent and mutually reinforcing and affirm their commitment to promote the objectives of the OIV in a way that contributes to the objective of sustainable development. At a broad level, OIV engagement on the SDG's is aligned with the Axes of the Strategic Plan (see annex).



<sup>1</sup><https://www.un.org/sustainabledevelopment>



---

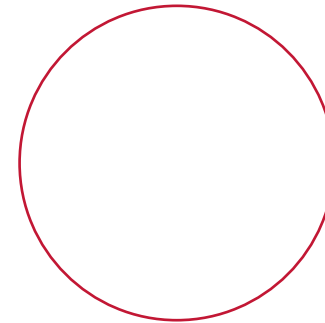
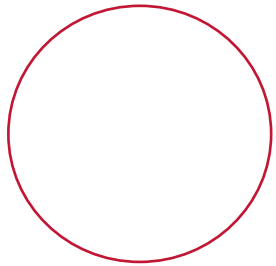
The OIV is uniquely positioned to provide grapes and wine producing and consuming countries with information to develop vitivincultural regulations that minimise barriers to trade, promote sustainable production and protect consumers. The OIV ensures that its work is based on sound scientific data.

There are considerable commercial, economic, environmental, territorial and societal challenges related to vine cultivation and vine-based products.

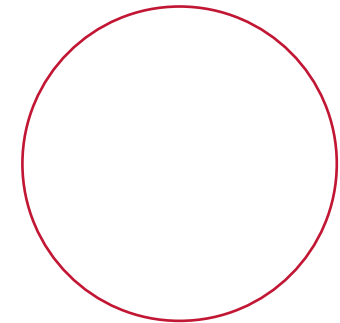
*The OIV is perfectly placed to provide its expertise and timely advice on these issues.*

---

The 2020-2024 five-year plan\* is structured around the following six strategic axes:



\* This Strategic Plan is developed through an annual work programme specifying the operational objectives for each axis approved by the Scientific and Technical Committee and adopted by the Executive Committee.





**AXIS I**  
**Promote environmentally-friendly vitiviniculture**

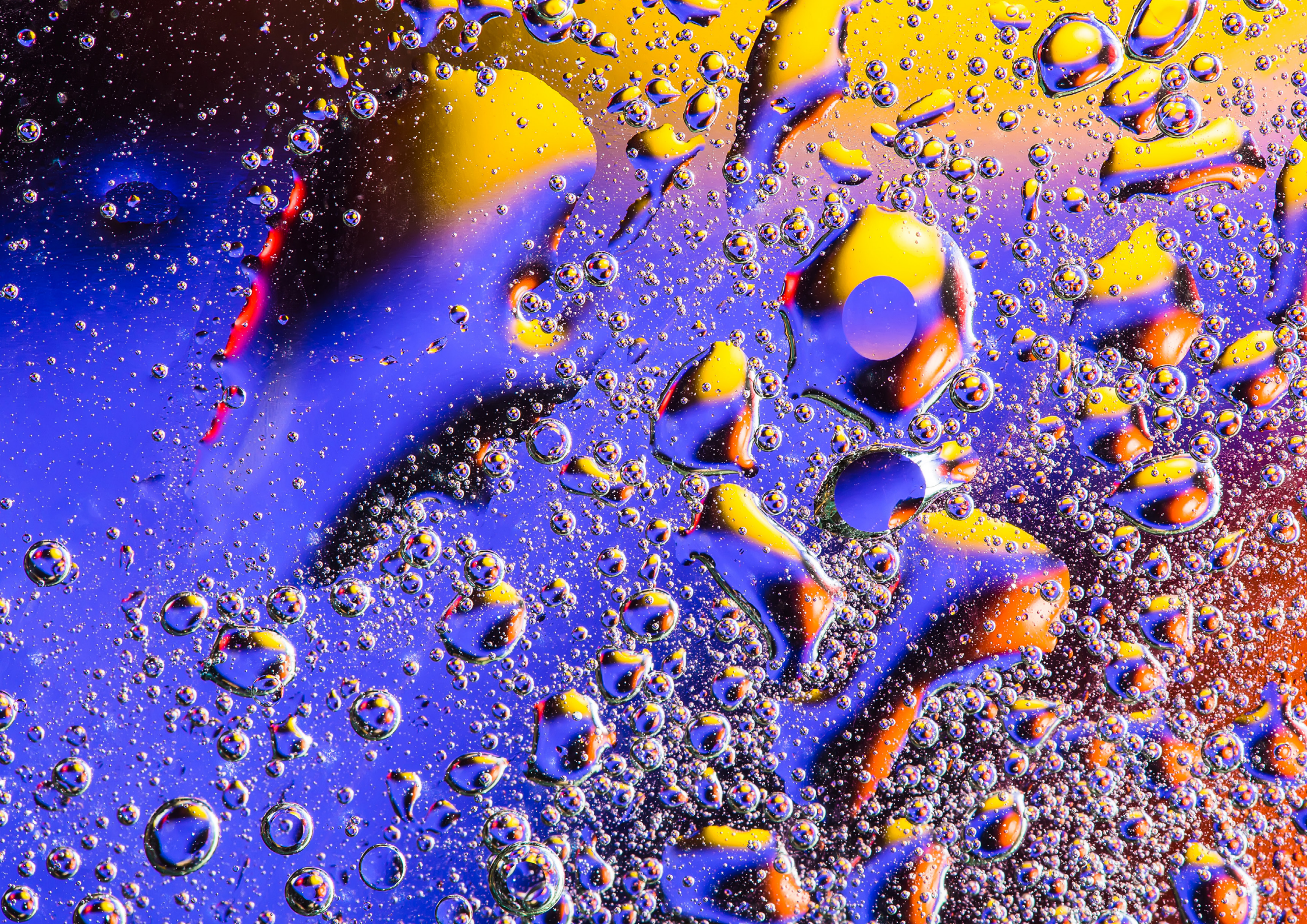
**AXIS II**  
**Promote economic activity according to principles of sustainable development and of growth and globalisation of markets**

**AXIS III**  
**Contribute to social development through vitiviniculture**

**AXIS IV**  
**Pursue the development of a harmonised regulatory environment**

**AXIS V**  
**Facilitate the digital transition of the sector**

**AXIS VI**  
**Consolidate the role of the OIV as a global scientific, technical, and cultural reference organisation**







The International Organisation of Vine and Wine is committed to achieving excellence in objectives of sustainability about environmental, socio-economic and socio-cultural aspects, in support of the 2030 Sustainable Development Goals.

The background features two large, overlapping red shapes. The shape on the left is a large, rounded, teardrop-like form that contains the text. The shape on the right is a smaller, circular form that overlaps the right edge of the first shape. Both shapes are a solid, vibrant red color.

# **OIV STRATEGIC PLAN**

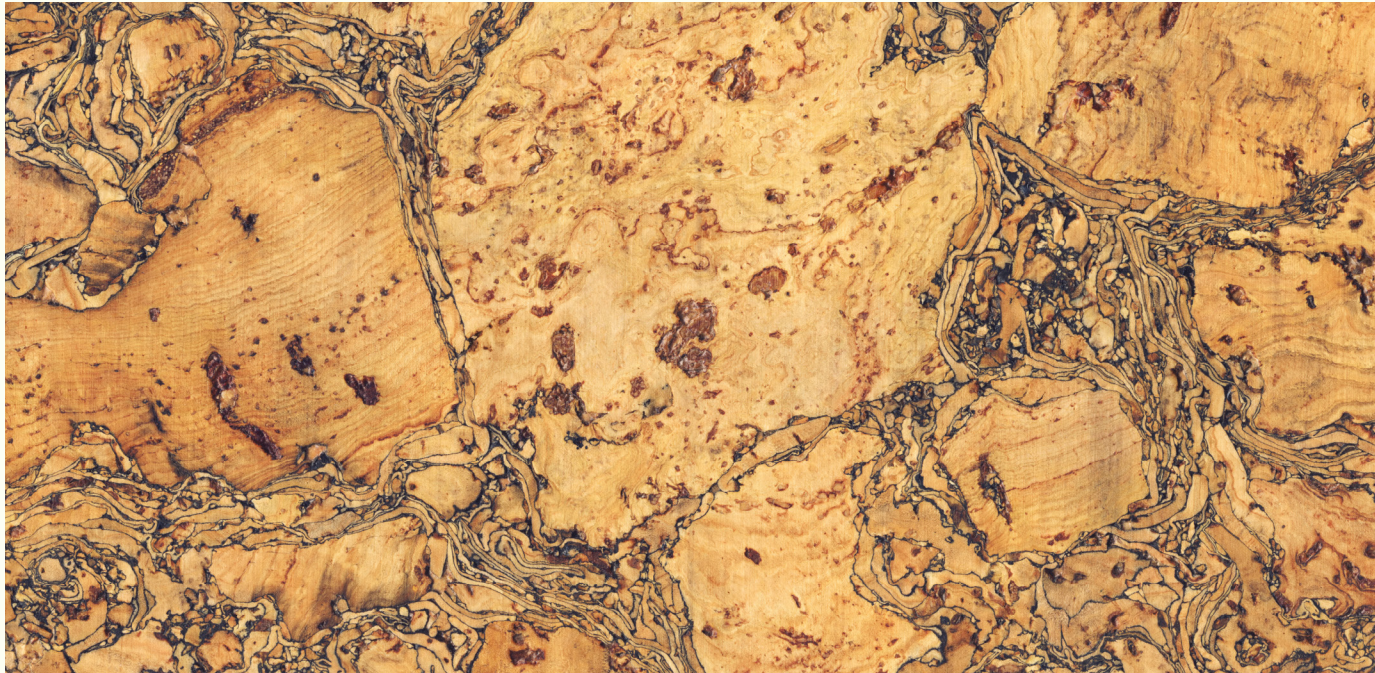
**2 0 2 0**

**•**

**2 0 2 4**

# AXIS I

Promote environmentally-friendly vitiviniculture



### **A: Facing climate change through mitigation and adaptation activities**

1. identify and establish functional links with relevant international organisations providing credible climate information, climate services and impact assessment services of relevance for the grape and wine industry;
2. evaluate the impact of climate change on vitivincultural production according to different spatial scales (local, regional, global) including terroirs, by promoting the creation of open, harmonised and systematic databases;
3. study and evaluate innovations, strategies and opportunities of adaptation and mitigation as well as their acceptance taking into account the specificity and capacity of each country;
4. study and collate information on the adaptation of viticultural and oenological production methods in response to climate change;
5. assess the correlations between climate change data and the incidence of diseases and pests in order to improve the management of phytosanitary risks in the vineyard focusing on low environmental impact methods.

### **B: Improvement of environmental performance**

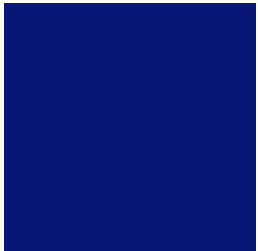
1. evaluate the performance of different vitivincultural production systems;
2. investigate and evaluate sensorial and/or enological performance of fermented and unfermented products obtained using resistant grape varieties and viticultural practices for the sustainable management of diseases and pests;
3. promote intra and inter varietal diversification in commercial vineyards;
4. preserve and promote viticultural landscape;
5. encourage circular economy through the reuse of waste and management of by-products;
6. define and develop guidance on “green” chemistry;
7. evaluate production methods to implement solutions that limit the use of inputs and improve environmental performance.

### **C: Preservation of natural resources**

1. propose indicators and practices to manage natural resources adapted to the specificity of the territory and promote the awareness of these measures among producers and consumers;
2. foster the study and preservation of benefits from functional biodiversity in the vineyard, particularly in vineyard design and management practices taking into consideration the specificity of terroirs;
3. study and evaluate the impact of climate change on vineyard microbiome in relation to soil fertility.

## **AXIS II**

**Promote economic activity according to principles of sustainable development and of growth and globalisation of markets**



**A: Promote and highlight the complex structure of value chains as a sustainability factor in the global vitivinicultural sector**

1. achieve understanding of the elements of wealth and diversity that make up the economic structure, the relationships and role of stakeholders in the sector, the allocation of risk, value/reward between elements of the supply-chain, and the effects of the connection, with the territory and in pricing;
2. analyse and propose action to improve socio-economic responsibility within the sector to promote it among consumers;
3. study the capacity of the sector to develop new vitivinicultural products.

**B: Improve knowledge of the sector through statistical analysis, study of flows and effects of trade policies**

1. develop processes to increase the relevance of information regarding harvesting, treatment, validation, analysis, and dissemination of data;
2. assess the availability of usable validated data from secondary sources, including Big-Data;
3. expand the range of statistical products and services to provide additional information on vitivinicultural market trends;
4. analyse the effects of different trade policies, the adoption of standards or customs tariffs on the flows of all vine-based products and production material.

# AXIS III

Contribute to social development through vitiviniculture





**A: Contribute to highlight the link between vitivinicultural products and health and wellbeing**

1. undertake safety assessment and provide opinions on vitivinicultural treatments, processes and practices;
2. identify risks for workers and consumers and propose methods to limit them from vitivinicultural practices, processes and treatments;
3. identify and analyse major trends and factors in consumer behaviour through relevant data collection;
4. encourage research and collect and disseminate scientific information on the effects of consumption of wine, grapes and other vine-based products on human health together and in consistency with the World Health Organization (WHO) and other relevant organisations;
5. identify and recommend research axes, in collaboration with the Food and Agriculture Organization (FAO) and the WHO, on the health aspects, nutritional and functional properties and socio-behavioural factors of vine-based products.

**B: Develop a capable and efficient workforce**

1. define quality professional training courses in the sector and foster global harmonisation of their programmes;
2. participate and promote knowledge of vitivinicultural products through the development of training tools or different events;
3. contribute to the promotion or recognition of the historical, cultural and societal heritage of global vitiviniculture [Extract from Agreement Art.2 k];
4. develop, with the Member States, promotion strategies of the attractiveness of wine growing as a profession and rural life style in the face of increasing urbanisation of societies;
5. promote transgenerational interactions and structures for heritage conservation of informal and intangible knowledge in vitiviniculture.

**C: Contribute to social development and the reduction of inequality in the vitivinicultural sector**

1. promote international cooperation for the preservation and development of viticulture in extreme conditions regions;
2. study the attractiveness and strengths of vine and wine labours and territories, particularly with regard to the maintenance and flows of populations;
3. encourage and participate in the development of wine tourism viticultural landscapes and terroirs, highlighting their importance for society;
4. implement systems to identify, measure and tackle gender inequality in the vitivinicultural sector;
5. study the impact of mechanisation and automation on labour demand and on labour attractivity.

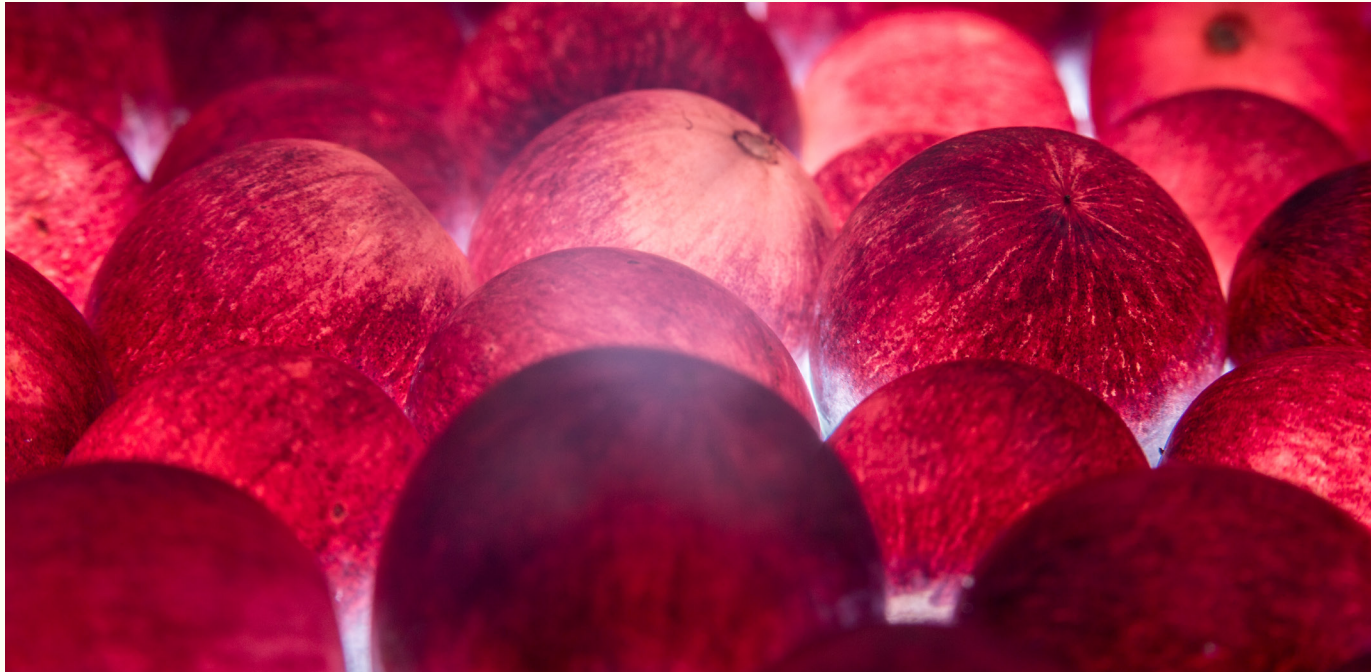
A microscopic view of plant tissue, likely a cross-section of a stem or root, showing various cell structures. The image is characterized by vibrant, iridescent colors, including deep blues, purples, and oranges, which are likely due to the presence of certain pigments or the way light interacts with the cellular structures. The cells are elongated and arranged in a somewhat regular pattern, with some showing distinct cell walls and internal structures.

**The International Organisation of Vine and Wine  
has identified the major issues to be dealt with  
and proposes strategies for innovation and performance:  
a regulatory environment, digitalisation and a spirit of service.**



# AXIS IV

**Pursue the development of a harmonised regulatory environment**



**A: Continue harmonising the categorisation and presentation of vitivincultural products**

1. develop recommendations on the definition of the different categories of vitivincultural products;
2. develop recommendations for labelling and for the presentation of vitivincultural products;
3. facilitate international exchange including grapevine plant material trade by developing and «promoting» tools for description, identification and sanitary and phytosanitary control;
4. contribute to the improvement of regulatory practices for the application of compositional limits and requirements for laboratory analysis of wine;
5. develop tools to guarantee the authenticity and identity of the vitivincultural products.

**B: Draw up recommendations relating to oenological practices**

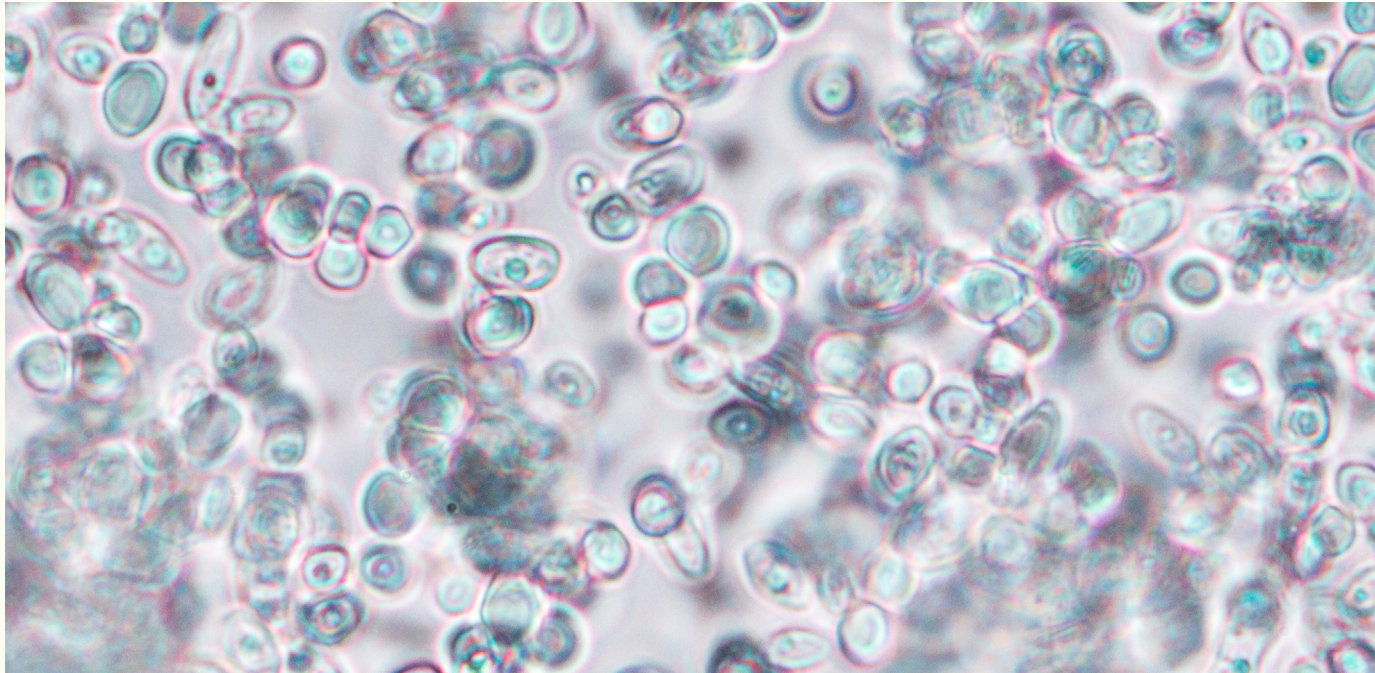
1. evaluate and develop new oenological practices and/or revise those that already exist taking into account environmental impact/ sustainability and health of consumer, according to technological innovations; including the possibility to revise/delete certain practices;
2. draw up or revise specifications for products or contact materials for oenological use;
3. evaluate the use of microorganisms, their biodiversity and bio-protective role considering their technological interest and their safety, qualitative impact on vitivincultural products.

**C: Draw up recommendations relating to methods of analysis**

1. develop methods of analysis for all vitivincultural products;
2. evaluate, revise and develop methodologies that seek to guarantee product safety, quality, identity and authenticity;
3. study and develop analytical tools and certification in the fields of physiochemical control and sensory analysis of vitivincultural products;
4. ensure the inter comparability of methods between laboratories.

# AXIS V

Facilitate the digital transition of the sector



**A: Support sector digitalisation**

1. identify the processes of the sector liable to evolve via the development of machine learning, Internet of Things (IoT), distributed ledgers, data analytics and similar technologies at the levels of production, distribution, traceability and commercialisation;
2. analyse the economic, social, labour-related and legal impact of digital transformation in the sector;
3. evaluate the needs for adaptation of product presentation to the needs of digital searching;
4. promote digital data input and explore the opportunities and critical aspects of distributed ledger technologies in the sector, particularly in vitivinicultural data management.

**B: Fully utilise the digital space**

1. promote the transition to dematerialised documents and document flow;
2. promote training and dissemination for accelerated adaptation of operators;
3. develop statistical data transmission with and between Member States taking into account the works done by other intergovernmental organisations.

# AXIS VI

**Consolidate the role of the OIV as a  
global scientific, technical and cultural reference organisation**





**A: Foster international cooperation**

1. intensify and broaden the participation of Member States, International Organisations and Observers;
2. regularly evaluate the status and role of Observers and International Organisations with particular status;
3. position the OIV as a reference organisation for vitivincultural products within the Codex Alimentarius and its committees and pursue interaction with other International Organisations and promote awareness; of OIV resolutions;
4. monitor the application of OIV resolutions within Member States;
5. foster an appropriate dialogue and conclude appropriate arrangements with the players in the sector [Agreement Art 2m];
6. ensure recommendations allowing rapid adaptations to dynamic environmental, social and market pressures;
7. develop and publish up-to-date documents related to priority issues, fostering best practice and leadership of the OIV in the vitivincultural sector.

**B: Assure competent service and expertise from the Secretariat**

1. identify the specific requirements and emerging issues of Member States with international impact, as well as proposing solutions to be implemented;
2. provide scientific expertise and technical support to Member States, while promoting cooperation between Members; and encouraging the participation of scientific experts from Member States;
3. develop and diversify statistics, data and sector analyses in cooperation with Member States, International Organisations and Observers.

**C: Develop information and communication**

1. provide delegates with a more complete information of the OIV's activities;
2. improve the efficiency of the internal decision-making process of the OIV by adopting working methods based on consensus and harmonisation, with an active role of the secretariat in streamlining the workload;
3. implement communication strategies based on different types of user;
4. proceed with the development of scientific publications and communication tools paying particular attention to online services and new platforms of communication.



Thanks, follow us.





**AXIS I**

**Promote environmentally-friendly vitiviniculture. Actions 2.4, 2.5, 6.5, 6.6, 13.1, 13.2, 13.3, 15.9, 17.14**



**AXIS II**

**Promote economic activity according to principles of sustainable development and of growth and globalisation of markets. Actions 2.4, 8.2, 8.3, 9.1, 9.c, 10.3, 17.13, 17.14**



**AXIS III**

**Contribute to social development through vitiviniculture. Actions 3.5, 3.d, 5.1, 5.5, 11.4, 12.b**



**AXIS IV**

Pursue the development of a harmonised regulatory environment. Actions 8.3, 9.b, 10.3, 12.7, 16.b, 17.13, 17.14

**AXIS V**

Facilitate the digital transition of the sector. Actions 8.2, 8.3, 9.c, 17.8

**AXIS VI**

Consolidate the role of the OIV as a global scientific, technical and cultural reference organisation. Actions 2.b, 17.13, 17.14, 17.15, 17.16, 17.17



# CST - OIV SCIENTIFIC AND TECHNICAL COMMITTEE



President: Luigi Moio (IT)  
1 Vice President: Regina Vanderlinde (BR)  
2 Vice President: Markus Herderich (AU)  
Director General: Pau Roca

## I. Viticulture



### VITI

President: Ahmet Altindisli (TR)  
Vice President: Vittorino Novello (IT)  
Scientific Secretary: Christoph Hoffmann (DE)

### SCRAISIN

(Sub-Commission Table grapes, Dried grapes and Unfermented Products)  
President: Luis Peres de Sousa (PT)  
Vice President: Alejandro Marianetti (AR)  
Scientific Secretary: Donato Antonacci (IT)

### PROTEC

(Vine Protection and viticultural techniques)  
President: Mario de la Fuente (ES)  
Vice President: Serge Fischer (LU)  
Secretary: Elisa Angelini (IT)

### GENET

(Genetic resources and vine selection)  
President: Elsa Gonçalves (PT)  
Vice President: Laurent Mayoux (FR)  
Secretary: Luigi Bavaresco (IT)



### SUSTAIN

(Sustainable development and climate change)  
President: Hans Schultz (DE)  
Vice President: Jacques Gautier (FR)  
Secretary: António Graça (PT)

## II. Oenology



### OENO

President: Fernando Zamora (ES)  
Vice President: Dominique Tusseau (FR)  
Scientific Secretary: Valeriu Cotea (RO)

### SCMA

(Sub-Commission Methods of Analysis)  
President: Manuel Humberto Manzano (AR)  
Vice President: Markus Herderich (AU)  
Scientific Secretary: Ana Maria Ruano (ES)

### MICRO

(Microbiology)  
President: Antonio Morata (ES)  
Vice President: Cristina Pino Villar (MX)

### TECHNO

(Technology)  
President: Valérie Lempereur (FR)  
Vice President: Adriaan Oelofse (ZA)

### SPECIF

(Specifications of Oenological Products)  
President: Antonella Bosso (IT)  
Vice President: Fernanda Spinelli (BR)

## III. Economy and Law



### ECO LAW

President: Yvette van der Merwe (ZA)  
Vice President: Dimitar Andreevski (BG)  
Scientific Secretary: Antonio Seccia (IT)

### DROCON

(Law and consumer information)  
President: Alberto Ribeiro de Almeida (PT)  
Vice President: Theodore Georgopoulos (GR)

### FORMAT

(Training)  
President: Conrad Briguet (CH)  
Vice President: Pascal Wegmann Herr (DE)

### BOISPI

(Vitivinicultural spirituous beverages)  
President: Simona Lamorte (IT)  
Vice President: Jeanine Bretagne (FR)

### EGOMAR

(Economic analysis, markets and consumption)  
President: Françoise Brugière (FR)  
Vice President: Gergely Szolnoki (DE)

### STATCO

(Situation and Statistics)  
President: Patrick Aigrain (FR)  
Vice President: Tiziana Sarnari (IT)

## IV. Safety and Health



### SAFETY & HEALTH

President: Pierre-Louis Teissedre (FR)  
Vice President: Gheorghe Arpentin (MD)  
Scientific Secretary: Patrizia Restani (IT)

### SECUAL

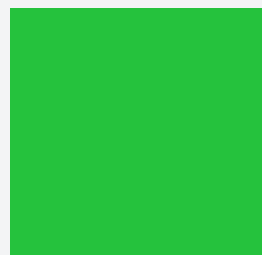
(Food Safety)  
President: Angelika Paschke\_Kratzin (DE)  
Vice President: Victoria Moreno Arribas (ES)

### CONUSA

(Consumption, Nutrition and Health)  
President: Rena Kosti (GR)  
Vice President: Arina Antoce (RO)



QUALIFIED PERSONS  
Monica Christmann (DE)  
Tony Battaglene (AU)









The OIV is an intergovernmental organisation of a scientific and technical nature for its works concerning vines, wine, wine-based beverages, table grapes, raisins and other vine-based products.

International Organisation of Vine and Wine  
Intergovernmental Organisation  
Created on 29 November 1924 • Refounded on 3 April 2001

12, Parvis de l'UNESCO • 21000 Dijon  
[www.oiv.int](http://www.oiv.int)

