

Corporate Innovation Challenge Template

Challenge Name: Innovative ways to reducing chemical inputs in wine industry

Code Name: BIOECONOMYVENTURES-2022-OC1-IV_2

Challenge Domain:

- Agriculture
- Viticulture

Description of the Corporate innovation Challenge

As a leading innovation cluster in the French wine industry, Inno'vin main goals are to help its members tackle the challenges in the wine industry through collaborative projects and research and development. To this end, Inno'vin's second challenge is exploring **innovative ways to reducing chemical inputs in wine industry**. Under pressure from public opinion, the French wine industry is trying to reduce its use of chemical pesticides and inputs. The French wine industry has committed to reducing the use of phytosanitary products by 50% by 2025. **This transition will only be made possible only if we find effective means of combating vine pathogens and pests that are consistent with the agro-ecological transition at work in the sector. What is expected here are effective and alternative physical products or treatments to plant (wine) protection products which would have no negative impact on human health or biodiversity, solutions for precision spraying, decision-making tools to better position the treatments and reduce input doses while securing yields.**

Expected results

- To provide wine and cognac producers with solutions to decrease chemical inputs, in line with France's goal to reduce the use of phytosanitary products by 50% by 2025
- To provide wine and cognac producers with all the necessary information to adjust their production to not incur in extra costs while implementing a more environmentally friendly approach
- To provide wine and cognac producers with solutions to preserve the quality of the soil, store carbon or depollute the latter, will be examined.

Types of Collaboration

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023260. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium

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1. Coordinating pilot running and product testing
2. R&D opportunity
3. Knowledge sharing and Tech Transfer

Company Information

Company Name: Inno'vin

Inno'vin is located in Bordeaux, France and is the innovation cluster of the wine industry, regrouping more than 180 actors of the wine ecosystem: wine and cognac producers, supplier companies, public institutions, research centres and applied research entities.

Our main goal is to foster innovation, by organizing meetings between these actors around innovative projects in collaboration with research and experimentation centers in the following fields of activity:

- The development of **sustainable viticulture** (treatment of effluents, reduction of inputs, precision viticulture, etc.)
- The **quality and typicality of the wine** (plant material, vineyard management, sorting of the harvest, yeasts and bacteria, ageing, etc.)
- The **competitiveness** of companies in the sector (wine marketing, export, business management, etc.)

INNO'VIN contributes to tackling the challenges of the sector through innovation, promotes the competitiveness of companies in the wine industry, and contributes to its economic development.

INNO'VIN has three key missions to serve these strategic objectives:

- **Project engineering:** to support the development of innovative and collaborative projects from idea to market
- **Business networking:** to inform, connect, create opportunities (news, events, workshops, connections)
- **Personalized and evolving services:** technological watch, shared booths at trade fairs, communication, international development, etc.

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