

Corporate Innovation Challenge Template

Challenge Name: Novel and innovative solutions for soil maintenance

Code Name: BIOECONOMYVENTURES-2022-OC1-IV_3

Challenge Domain:

- Agriculture
- Viticulture

Description of the Corporate innovation Challenge

As a leading innovation cluster of 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 **third** challenge is exploring **novel and innovative solutions for Soil maintenance**. At the heart of the notion of terroir, soil is a non-renewable resource. The degradation caused by sometimes unsuitable agricultural practices leads to a loss of soil functionality: loss of fertility, crop support capacities, purification capacities, reduction in biodiversity, etc. Efficient vineyard soil management must rely on the natural functions of the soil to reduce the dependence of farms on inputs, such as herbicides and chemical fertilizers. **All innovative solutions to preserve the quality of the soil, store carbon or depollute the latter, will be examined.**

Expected results

- To provide wine and cognac producers with solutions to adapt to climate variations (predict, fight against, decrease crop loss)
- 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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