



viti REV
// // // **Innovons**
pour des territoires VITICOLES
respectueux de l'environnement



BANQUE des
TERRITOIRES



RÉGION
Nouvelle-Aquitaine

*“VitiREV
Let’s innovate for
environmentally-friendly
vineyard territories”*

*Yann Raineau
VitiREV Coordinator*

*European Commission Webinar
Agroecology Living Labs
5th June, 2020*



6 million
inhabitants



RÉGION
**Nouvelle-
Aquitaine**



1st European Agricultural
Region

Wine and spirits making

*Economic driver,
pride for all inhabitants*



120,000 direct and indirect jobs

14MhL produced - **€7bn** turnover

220,000 hectares

i.e. **29%** of French vine surfaces

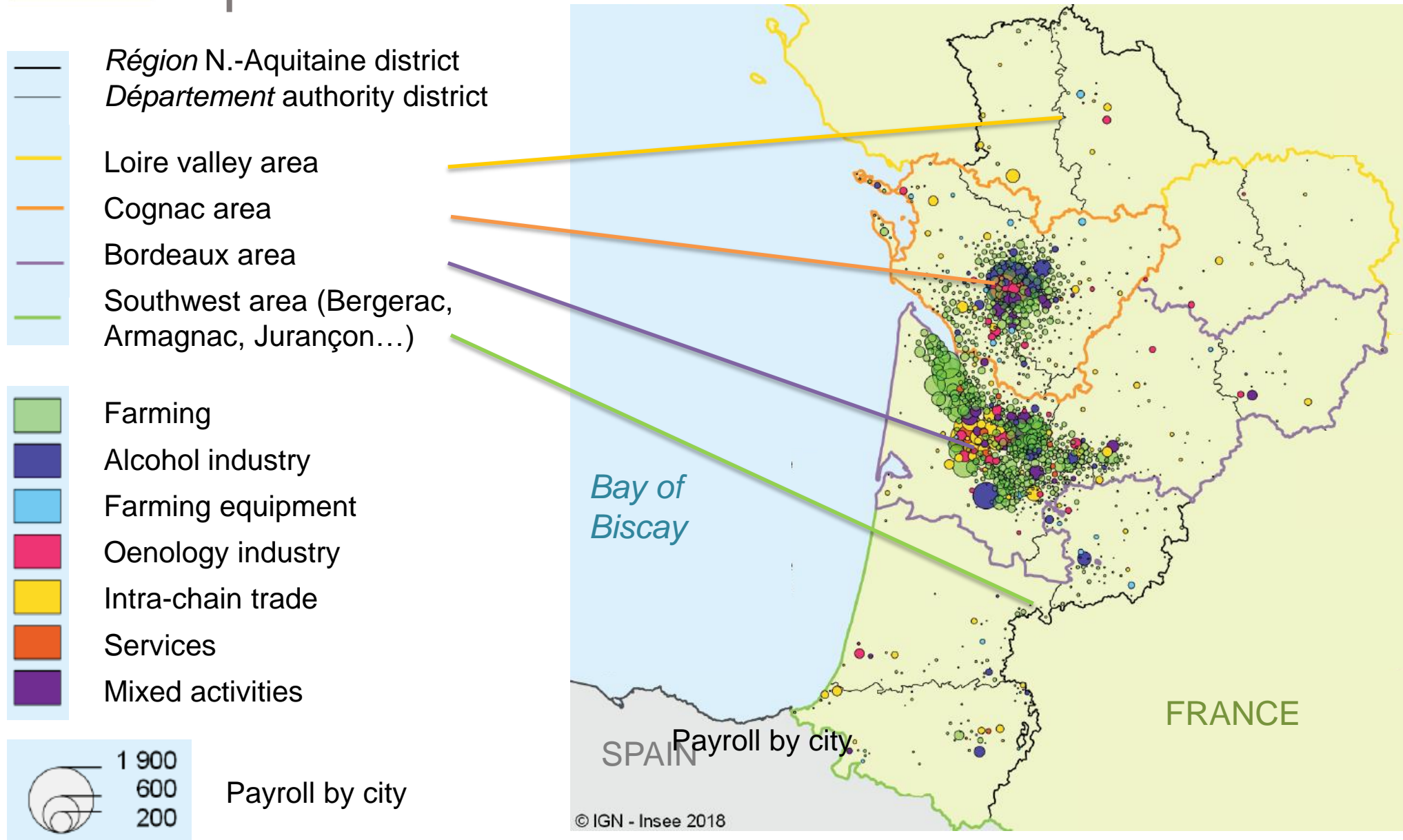


Urgent call from citizens and
consumers for reducing the
use of pesticides



... Triggering
a collective mobilisation
from regional industry stakeholders





WHY PESTICIDES IN THE VINES?

Conventional Treatment

(80% fungicides against downy and powdery mildew)

Untreated Control



Institut français de la Vigne et du Vin



**Innovation for agricultural models
excluding pesticides**
By and with all willing local stakeholders



**Strengthening dynamism, competitiveness,
influence and attractiveness
of vineyard territories**

**Respect for the
environment /
biodiversity**



**Product quality and
response to consumer
demand**



Quality of life
for both citizens and vine workers
(health and jobs)



**COLLECTIVE
GOALS:**

**MAIN
ACTORS:**

Joint-Trade Organisations, Research & Education, Innovation & Extension, Government Services

13 Investment projects **59** Aid beneficiaries **130** Involved organisations **374** Municipalities

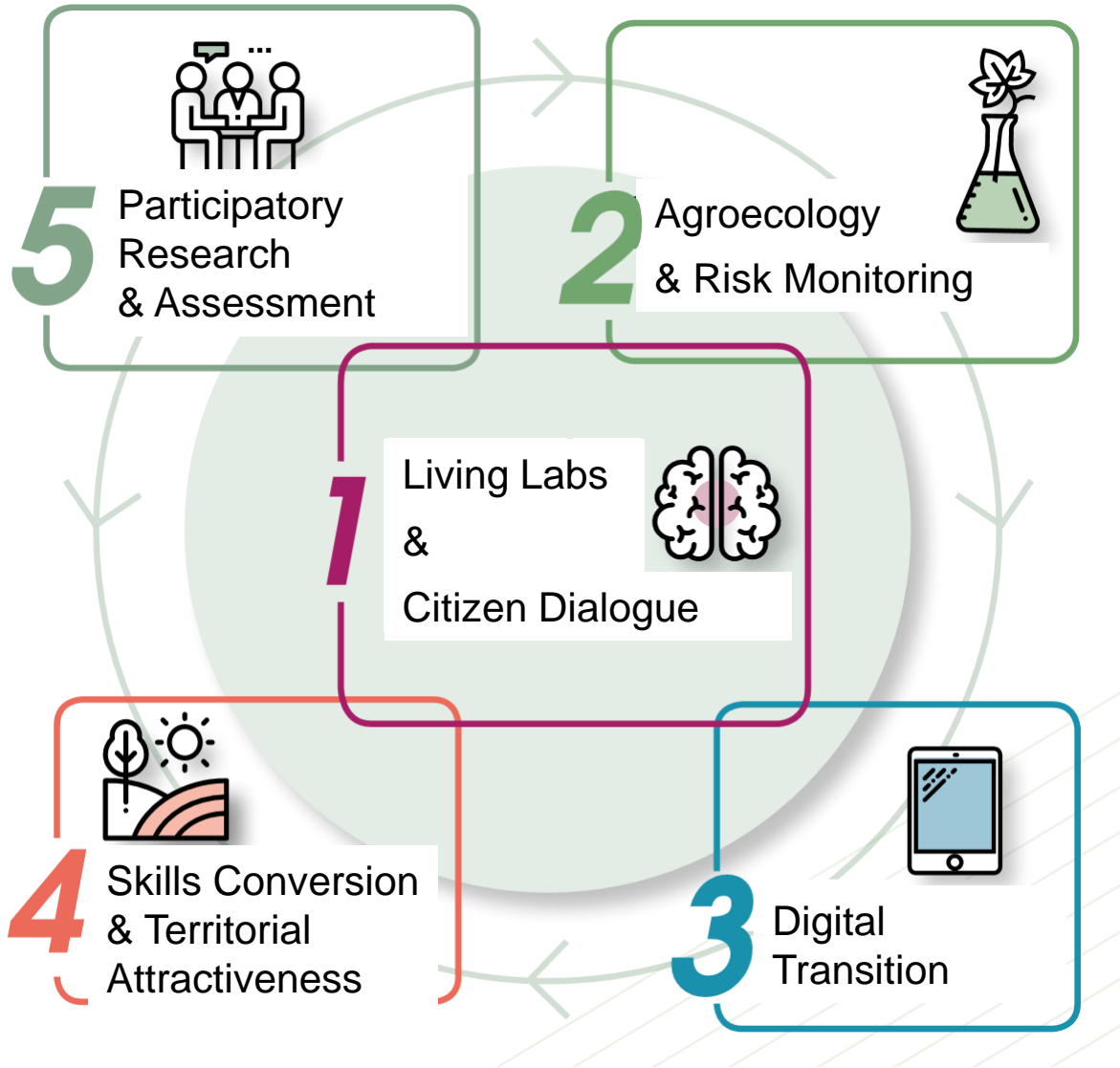
More stakeholders progressively gathering

8-YEAR BUDGET

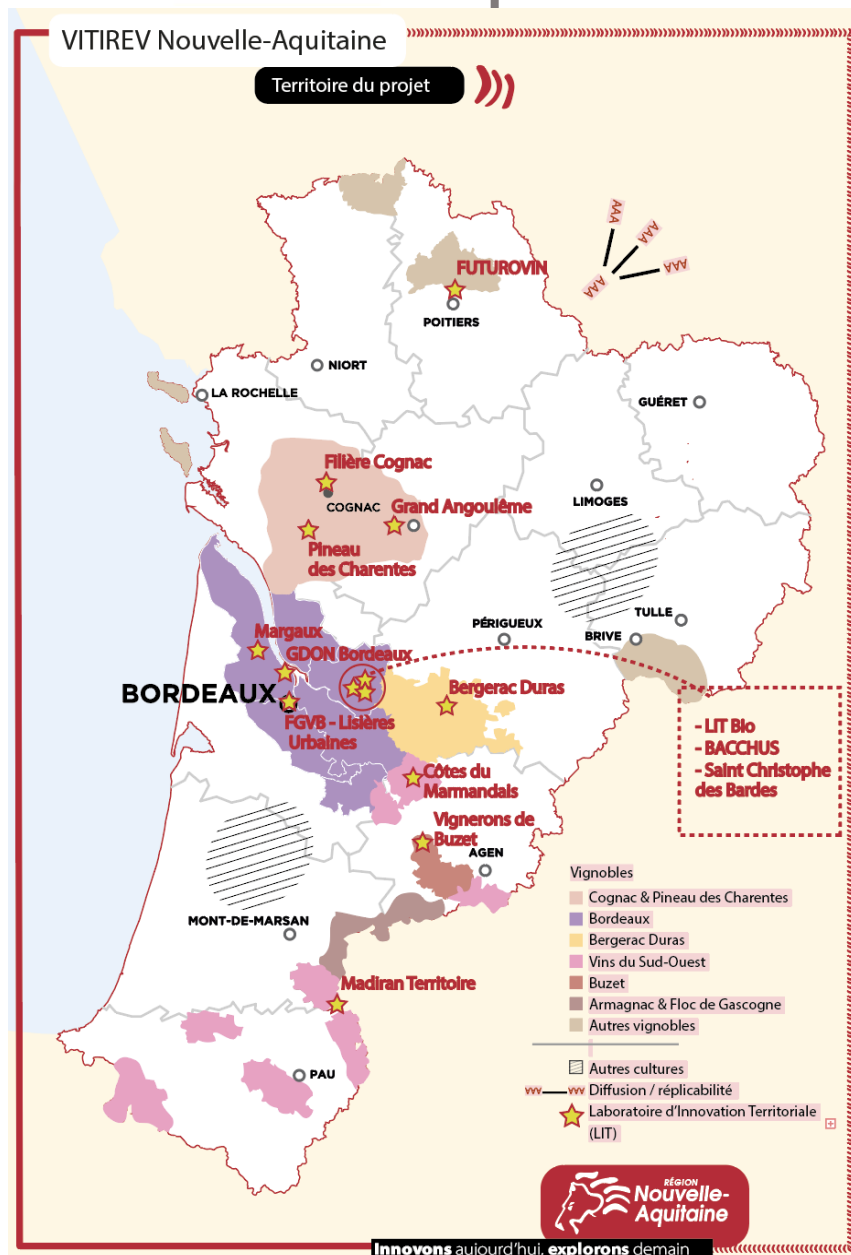


A steering committee currently involving...

PROJECT FOCUSES AND 2030 TARGETS



Certified Acreage		
Organic, High Environmental Value (HVE, French national standard) or ISO 14001	10% ↗	85%
Acreage banning chemical weeding	45% ↗	80%
Organic-product use	45% ↗	80%
Within all-product use:		
Carcinogenic, Mutagenic, Reprotoxic-product use	14% ↘	<1%
Low-drift application equipment	5% ↗	50%
Winegrowers using VitiREV learnings	0% ↗	100%



Inspired by the concept of "living lab", 14 territories have become places for experimentation and innovation in real conditions, and at a local level



Recursive cycles of **short-term experiments** on chosen topics (biocontrol, dialogue with riparians, biodiversity, disease-resistant varieties, digital, tourism, etc.)



Stakeholders diversified and concerned by the issue (winemakers, wineries, citizens, associations, research, local authorities, etc.)



An **management support team** for methodological support and interaction with the other VitiREV Focuses



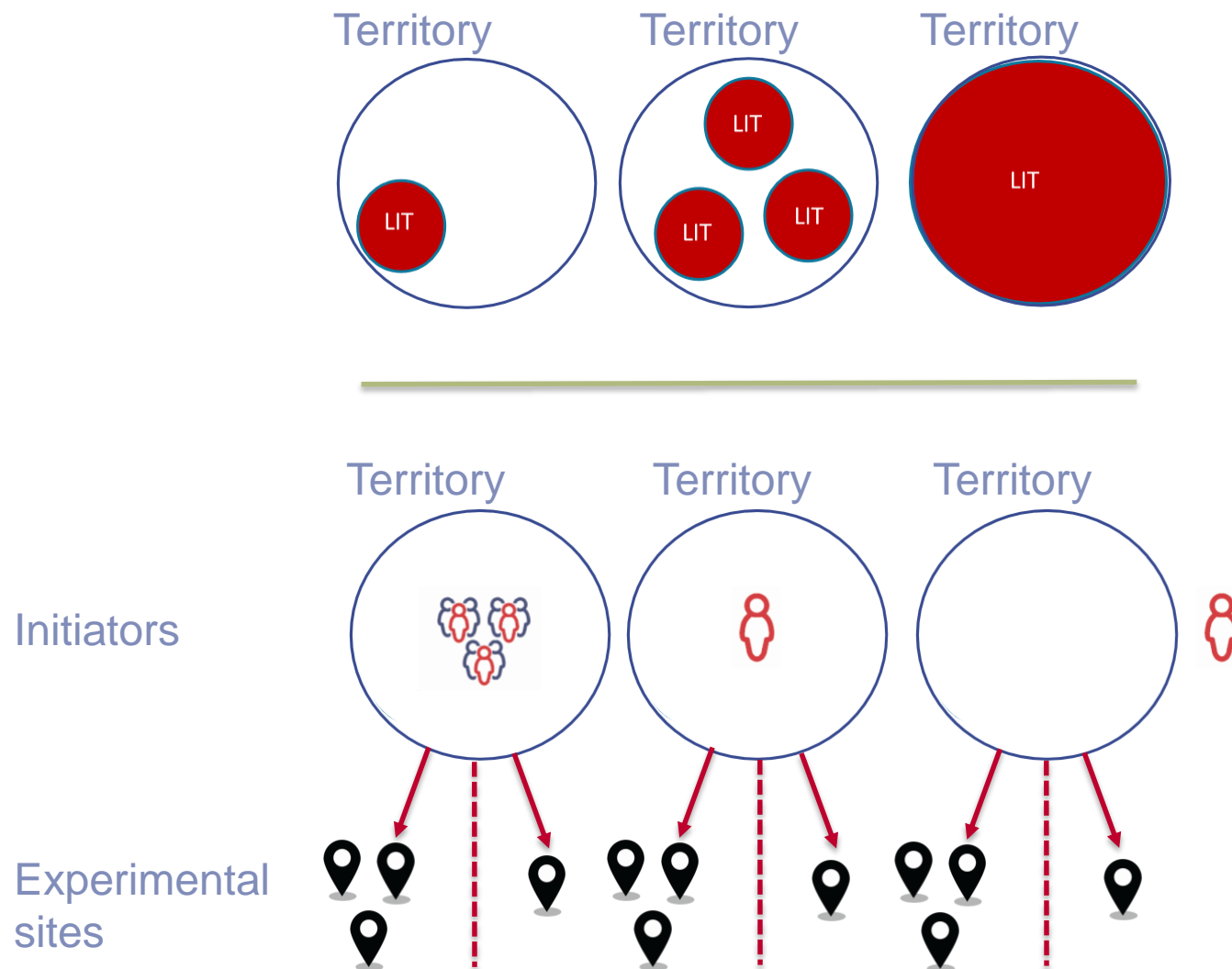
A “**LIT Parliament**” to ensure regular exchanges between LITs and VitiREV steering committee.

Signature of a co-built Charter



Growers Unions and Coop Wineries
spearhead a majority of LITs
(other: local authorities, research centre)

Different Models



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TERRITOIRE D'INNOVATION

viti REV

