

Partners

National Trade Union Chamber of Producers
Alcoholic Beverages-UTICA
CNSBPA (TN)

Higher Agronomic Institute of Chott Mariem
ISA-CM(TN)

Directorate General of Agricultural Production
DGPA (TN)

Regional Park of the Castelli Romani
PRCR (IT)

Council for Agricultural Research
and Agricultural Economics Analysis -
Research Centre for Viticulture and Enology
CREA (IT)

Regional Agency for Development and Innovation
of Agriculture in Lazio
ARSIAL (IT)

County Council of Hérault.
Agricultural and Rural Development Directorate
Hérault (FR)

National Research Institute for Agriculture,
Food and the Environment.
INRAE (FR)

Languedoc Protected Designation
of Origin wines Producers Union
AOC (FR)

Al Shouf Cedar Society.
Manager of the Shouf Biosphere Reserve
ACS (LB)

Wine Union of Lebanon
UVL (LB)

The Higher School of Agronomy Engineers
Mediterranean USJ (LB)

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QUALIFICATION AND PROMOTION OF THE WINE SUPPLY CHAIN IN MEDITERRANEAN PROTECTED AREAS



TUNISIA
FRANCE

ITALY
LEBANON



The project is financed by the EU through the ENI CBC MED programme. Total budget EUR 2.7 million, EU funding EUR 2.5 million Co-financing 10%.

PRIORITY: A.1.2
EURO-MEDITERRANEAN
ECONOMIC CLUSTERS



THE PROJECT

There is no doubt that the wine sector is very important for the Mediterranean region on several levels: economic, social and environmental. This last aspect is the main focus of OENOMED.

Consuming increasingly green, puts pressure on wine producers, to add more sustainability as evidenced by the growing demand for biodynamic, organic wines, etc.

MSMEs in the sector must meet this challenge if they want to remain competitive, especially if we assume that they will not be able to compete in volume with large wineries.

OENOMED intends to help wine MSMEs to switch to green practices and exploit the unique natural resources of the Mediterranean Protected Areas. These areas have enormous potential that requires green and ecofriendly enterprises.

The project will strengthen the MSMEs both technically and economically, preparing them for growth by using the wine quality labels developed by the partners of the Protected Areas concerned.

The project started on 17 November 2020 and will end on 16 November 2023.

OBJECTIVES

To qualify and promote MSMEs in the wine sector in Mediterranean Protected Areas by enhancing the uniqueness of these areas and promoting the adoption of green techniques, sustainable business practices and joint business strategies.

Support to MSMEs in the implementation of sustainable technical and organisational solutions that can improve the efficiency, quality and sustainability of the production.

Support to MSMEs for the creation of Mediterranean business networks in the wine sector, through the implementation of joint business strategies and by exploiting the environmental networks of the Mediterranean Protected Areas.

WHO WILL BENEFIT FROM THE PROJECT ?



MSMEs in the Mediterranean wine sector in the 4 participating countries.



Protected Area management bodies and local authorities.



Researchers and wine professionals.



Wine consumers will benefit from new green and high quality labels.

PLANNED ACHIEVEMENTS

40.0 Local Charters "innovative viticulture of Protected Areas" (signed by MSMEs).

40.0 MED Charter "Innovative viticulture of Protected Areas" (signed by MSMEs).

12.0 Memorandum of Understanding on Local Action Plans "Zoning of vineyards of the future" signed by MSMEs.

16.0 Quality advisory services provided to MSMEs for the implementation of Local Charters.

40.0 Sub-designation "Wines of the Protected Area.

40.0 Brand "Wines of the Mediterranean Protected Areas" (VAPMED).

16.0 Quality consulting services provided to MSMEs to launch promotional campaigns.

32.0 Participation in international wine fairs with "Protected Area Wines" stands.

32.0 Participation in international b-to-b meetings

40.0 Technical seminar for MSMEs on "Protected Area Wine" labelling.

