



OENOMED: Capitalization Plan BEN, CNSPBA- UTICA

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LA DIRECTION GENERALE DE LA PRODUCTION AGRICOLE



UNION VINICOLE DU LIBAN



Capitalization process

axes :

- **Axis 2: Experience of project partners**

Target: Professional partners, scientific partners, administrative partners and associated partners

Themes : green economy, R&D

value (Theory of change):

Raising awareness of public-private-research collaboration

Raising awareness of common issues and the relevance of cross-border cooperation

Familiarization with the ENI CBC Med program

Encouragement for professional clustering on a Med scale

Lessons learned from implementation (number of partners involved, roles of administrative partners and distribution of roles, etc.)

Conclusion : Consortia of potential future partners, duplication of the OENOMED R&D model towards other actors or other Zones or other countries of the Mediterranean, creation of a post-project management entity (association or other legal entity)



Follow-up session January 31, 2023



Capitalization process

axes :

- **Axis 1: Raising awareness of the project's target stakeholders to the environmental and economic issues linked to future vitiviniculture**

Target: participants in the GAP charter (MSMEs , national authorities, local associations, etc.)
participants in the Memorandums of Understanding for Future Zoning (MSMEs , national authorities, local actors), GT3 and GT4 beneficiaries, decision-makers

Themes : green economy, encouraging business sustainability, commercial strengthening of the sector
value (Theory of change):

Awareness of themes: concept of protected areas , awareness of climate change and the imperatives of sustainability and resilience , awareness of new “green” markets and clustering

Degree of involvement of stakeholders aware of actions reflecting a commitment to the themes previously detailed

Conclusion : B-to-B Consortia , duplication of the OENOMED R&D model towards other players or other Zones

Capitalization process

Steps :

- Identification of stakeholder categories (target groups and partnership)
- Design of a capitalization methodology for the 2 categories
- P repair of a draft by BEN
- Sharing and validation by the STC (Anushka)
- Sharing and validation by partners and the Steering Committee
- Implementation of data collection (BEN + PPs) Baseline and measurement of results
- Compilation, data processing (BEN)
- Preparation of the version 0 document by BEN
- Corrections and additions by PPs
- Editing and dissemination of the final version

Capitalization plan

	Realization	Potential capitalization	L.B	PP1	PP2	PP3	PP4	PP5	PP6	PP7	pp8	pp9	pp10	pp11
1.1	Project plan	Multi-actor coordination mechanism Cross-border cooperation	X	X	X	X	X	X	X	X	X	X	X	X
1.4	Territorial MSME database	Community building : clustering	X		X	X					X		X	
1.5	Project reports	Approach to the project (inclusion: gender, young people, etc.)	X	X	X	X	X	X	X	X	X	X	X	X

Follow-up session January 31, 2023



	Realization	Potential capitalization	L.B.	PP1	PP2	PP3	PP4	PP5	PP6	PP7	pp8	pp9	pp10	pp11
2.1	Communication & Capitalization Plan (PCC)	project kit (leaflet , poster, newsletters, videos)	X											
2.8	Communication on social networks	Community management business plan for future management	X						X					
2.10	Work workshops with decision-makers (capitalization event)	Guidelines for economic policies and financial instruments for MSMEs in the sector viti-wine .)	X	X			X		X			X		

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	Realization	Potential capitalization	L. B	PP 1	PP 2	PP 3	PP 4	PP 5	PP 6	PP 7	pp 8	pp 9	pp 10	pp 11
3.1	Local Charters “innovative viticulture of protected areas” (signed by MSMEs)	Ecosystem approach : methodology of co -construction of the charter Field: GIS delimitation of the project area, research: analysis of heritage resources, list of virtuous practices by country, Multi-actor participation : awareness, mobilization , GAP: Legal aspect and governance: conditions for adoption of the local charter Consultation: Local action plan and memorandum of understanding	X	X		X				X		X		
3.2	MED Charter “innovative viticulture of protected areas” (signed by MSMEs)	Clustering : legal study on governance at MED level conditions for adoption of the MED charter	X							X				
3.3	Memorandum of understanding on Local Action Plans “Zoning vineyards of the future” signed by MSMEs	Future vision: Local action plan and memorandum of understanding	X				X		X	X				
3.4	Quality consultancy services provided to MSMEs for the implementation of Local Charters	Grant project kit (processes, projects, technical and financial support)	X	X	X	X	X		X	X		X		X

	Realization	Potential capitalization	L. B.	PP 1	PP 2	P P3	PP 4	PP 5	PP 6	PP 7	pp 8	pp9	pp 10	pp 11
4.1	Sub-appellation "Protected Area Wines"	Brand integration process : Methodology for analyzing potential under designation at the national level, admission criteria by country: (Charter, governance, administrative conditions, delimitation of the area)	X		X	X		X	X		X		X	
4.2	Brand "Wines from Mediterranean Protected Areas" (VAPMED)	strategy + adaptation report by project target country brand user manual,	X		X			X			X		X	
		Marketing: Website user guide	X										X	

	Realization	Potential capitalization	L. B.	PP 1	PP 2	PP 3	PP 4	PP 5	PP 6	PP 7	pp 8	pp 9	pp 10	pp 11
4.3	Quality consultancy services provided to MSMEs to launch promotional campaigns	Grant project kit (processes, projects, technical and financial support)	X					X			X		X	
4.4	Participation in international wine fairs with “Protected Area Wines” stands	Marketing: Methodology for identifying fairs, analyzing types of promotional events	X						X					
		Approach to participation in fairs and promotional action with a view to creating a commercial alliance	X					X	X		X		X	
4.5	Participation in international biz-to-biz meetings	Approach to preparing and organizing Biz -to- biz meetings ,	X					X	X		X		X	
			X					X			X		X	
4.6	Technical seminar for MSMEs on “Protected Area Wine” labeling	Product preparation guide							X					
			X					X	X		X		X	



THANK YOU FOR YOUR

ATTENTION!