



INTERNATIONAL ORGANISATION OF VINE AND WINE

OIV STRATEGIC DIRECTION 2024-2029

FIVS-OIV Private Sector Meeting
7 October 2024

OIV



WHY A NEW STRATEGIC PLAN?

- **5-year planning cycle**
- **New DG**
- **Centenary**
- **New premises**
- **Challenges for the sector**



WHAT DO WE WANT TO ACHIEVE?

Position OIV for the next century

- Clear sense of purpose and function**
- Prioritise critical subjects where OIV can add value**
- Deliver on our priorities**



DEVELOPING THE STRATEGIC PLAN

- **Framed by OIV Agreement**
- **Prepared initially by Secretariat + CST**
- **4 rounds of internal consultation**
- **Consultation with observers / sector**
- **Approved by CST & COMEX**
- **Adoption by General Assembly 18 October**



Strategic Plan 2025-29

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**Scientific
Priorities**

**Operational
Priorities**



The global reference for vine and wine

Mission

- Information
- Cooperation
- Harmonisation

Principles

- Representative
- Science-based
- Consensus-based
- Best practice governance
- Added value

Values

- Integrity
- Inclusivity and diversity
- Sustainability

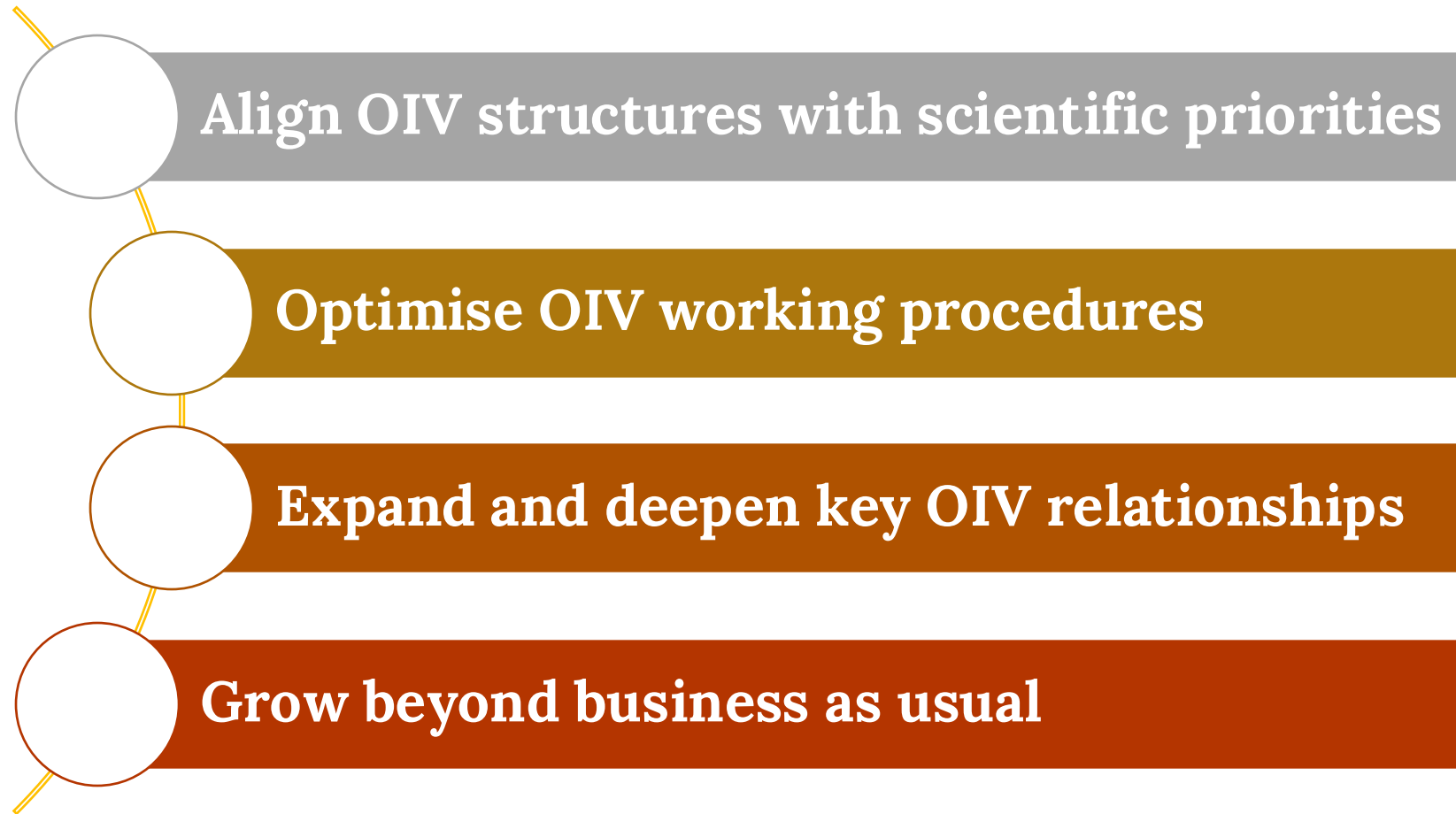


SCIENTIFIC & TECHNICAL PRIORITIES

- Coordinate approaches to sustainability
- Promote resilient and sustainable viticulture
- Adapt oenology and production practices to the future
- Support all vitivinicultural products
- Simplify international trade
- Contribute to consumer safety and inform perspectives on vine, wine and society



ORGANISATIONAL PRIORITIES





1. COORDINATE APPROACHES TO SUSTAINABILITY

- Understand the global 'state of the art' on sustainability
- Promote shared approaches to sustainability
- Support environmental sustainability
- Support social sustainability
- Support economic sustainability



2. PROMOTE RESILIENT AND SUSTAINABLE VITICULTURE

- Innovative responses to climate change in viticulture
- Protect grapevines against significant pest and disease threats
- Preserve and develop grapevine genetic heritage



3. ADAPT OENOLOGY & PRODUCTION PRACTICES TO THE FUTURE

- Support innovation and adaptation in oenology
- Support the authenticity and consistency of vitivinicultural products
- Facilitate new production technologies and products



4. SUPPORT ALL VITIVINICULTURAL PRODUCTS

- Ensure consistent coverage of OIV works for tables grapes, dried grapes, grape juices and grape nectars
- Ensure consistent coverage of OIV works for vitivinicultural spirituous beverages
- Ensure consistent coverage of OIV works for low and no alcohol vitivinicultural beverages



5. SIMPLIFY INTERNATIONAL TRADE

- Inform understanding of global markets and trade in vitivinicultural products
- Promote harmonisation of trade in vitivinicultural products

6. **CONTRIBUTE TO CONSUMER SAFETY & INFORM PERSPECTIVES ON VINE, WINE AND SOCIETY**

- Contribute to the safety and traceability of vitivinicultural products
- Promote understanding of the relationship between wine consumption and health
- Inform understanding of market trends, consumption patterns and consumer behaviour
- Promote recognition of the cultural contribution of the vine and wine sector



PART III - OPERATIONAL PRIORITIES

- Align OIV structures with scientific and technical priorities
- Optimise OIV working procedures
- Extend and deepen key relationships
- Grow beyond business as usual



PART III A- ALIGN STRUCTURE WITH STRATEGY

- Review structure of Commissions and Expert Groups to ensure alignment with new focus
 - Sustainability
 - Products other than wine
 - Trade
 - Vine, wine & society



PART III B- OPTIMISE OIV WORKING PROCEDURES

- Accountability and transparency
- Prioritisation
- Transversality
- Efficiency and productivity
- Participation
- Communication
- Education and training
- Statistics capacity



PART III C - EXTEND AND DEEPEN KEY RELATIONSHIPS

- Expanded relationships & membership
- Intergovernmental organisations
- Private sector engagement



PART III D - GROW BEYOND BUSINESS AS USUAL

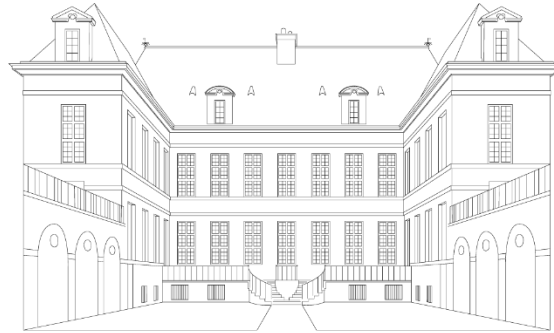
- Foundation to promote vine and wine research, and provide training and capacity building
- Establishment of an international observatory on sustainability
- Coordination of an application to UNESCO for recognition of the global culture of the vine as an element of intangible cultural heritage



IMPLEMENTATION

- **Stage 1:** Development of Discussion Papers – January 2025 to September 2025
- **Stage 2:** Consideration and Approval – October 2025
- **Stage 3:** Initiation – November 2025 to June 2027
- **Stage 4:** Review – July 2027 to October 2027
- **Stage 5:** Moving Forward – July 2027 to December 2029

#OIV100
THANK YOU FOR YOUR ATTENTION
INTERNATIONAL ORGANISATION OF VINE AND WINE



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International Year of Vine and Wine 1924 • 2024