

Networking and public-private partnerships as tools to boost cooperation.

South African & Italian wine research innovations: current status & future prospects
Stellenbosch 18-19 November 2019

Mara Lai

CREA – National Council for Agricultural Research and Economics
Department of Policies and Bioeconomy

From research to innovation

- ✓ 2010 - **European Innovation Partnership** to speed up innovation through cooperation and linking existing policies and instruments
- ✓ 2012 - **EIP on Agricultural Productivity and Sustainability** (EIP AGRI) launched:
 - “More and better from less”
 - “ideas put into practice with success”
 - End-users becomes motivated actors
 - It responds to enhanced needs of systems approach (Food 2030 – Food systems, bio-economy)

EIP AGRI working model

- ✓ ***Interactive innovation model*** - collaboration between **various actors** to make best use of complementary types of knowledge in view of **co-creation and dissemination of solutions/opportunities ready to implement in practice**
- ✓ ***Networking - EU EIP AGRI Network:*** linking actors, communication, partnering, dissemination, knowledge flows and collecting practice needs

EIP AGRI Funding

**CAP – II Pillar Rural
development
(regional/national level)**

1. Funding for setting up of
Operational Groups:

2. Funding for **implementing
the OGs projects.**

3. Financial resources for
innovation support services

**HORIZON 2020
(EU projects)**

1. Research projects to provide
the knowledge base for
innovative actions

2. Implementation of **multi-
actors projects** and **thematic
networks**, projects' formats
that apply an interactive
innovation model

3. Financial resources for
innovation support services



**EIP AGRI Network –
unique repository of
information about the
projects**

Multi-actor project

It shares
experiences
broadly



Key actors

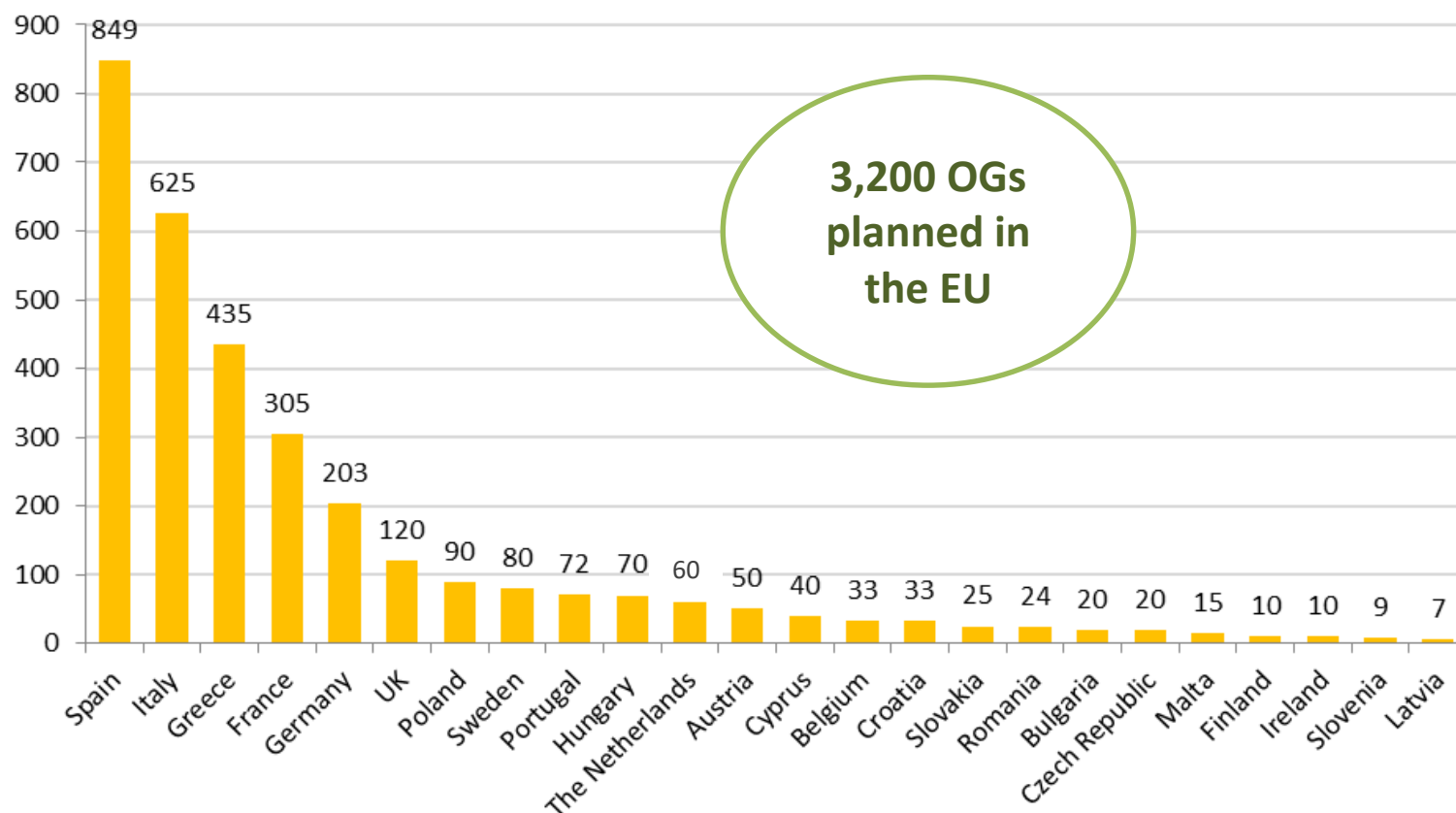
Interactive
approach

It makes the best use of
different types of knowledge
(practical, scientific,
technical, organizational...)

It tackles practical
problems or opportunities
which may lead to an
innovation

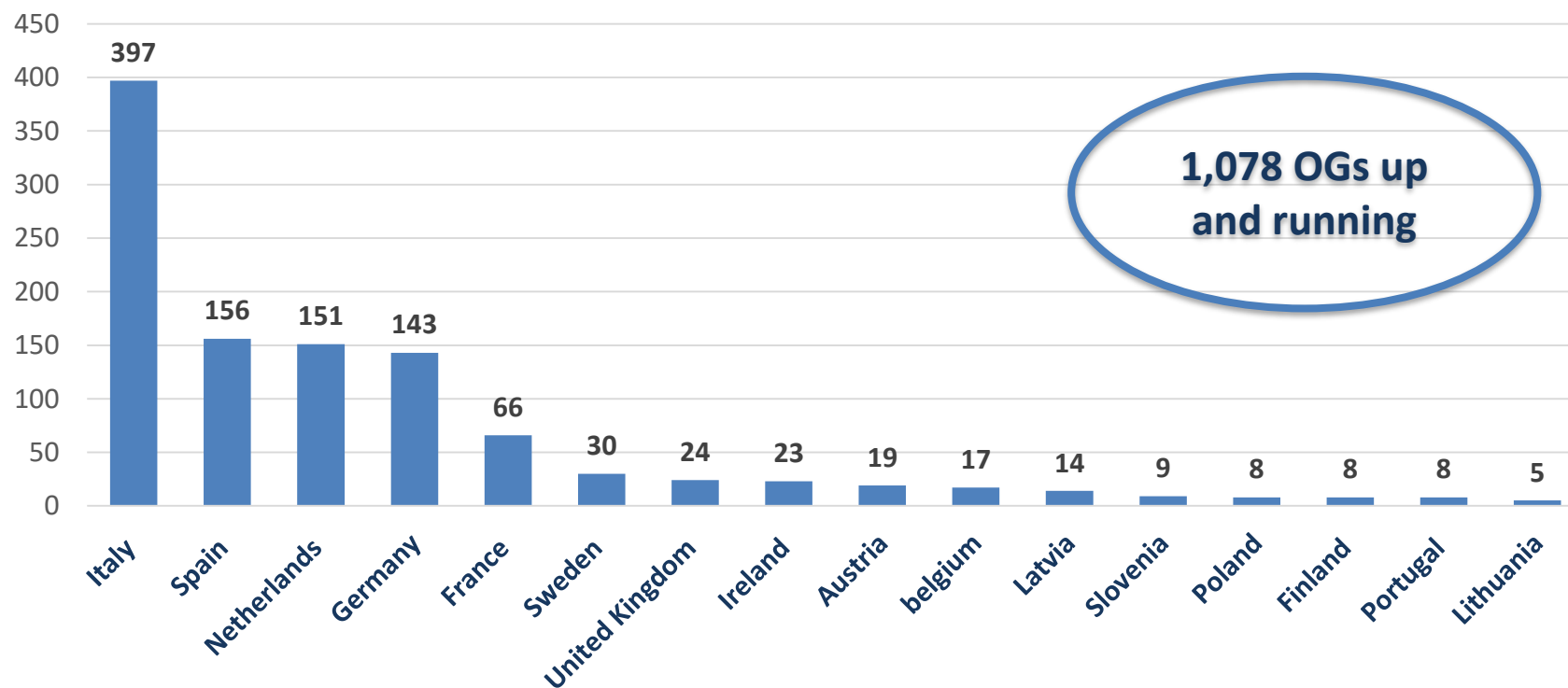
Operational groups in Rural Development Programmes

96 MS/regions are implementing the EIP in their 2014-2020 Rural Development programmes



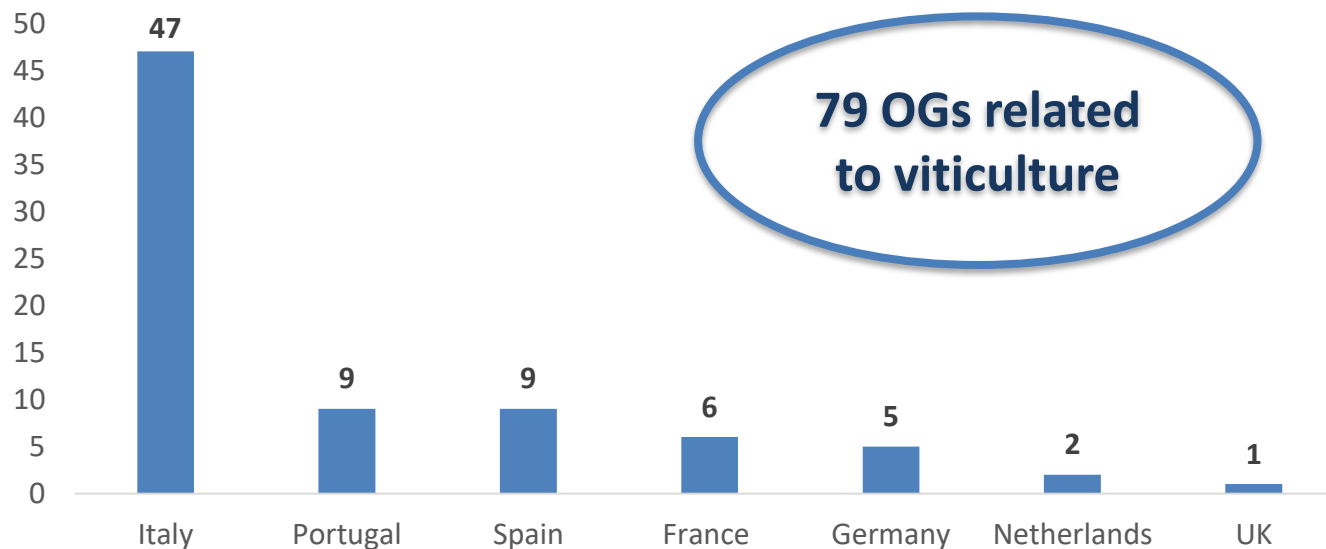
Source: EU Commission-SFC

Number of Operational Groups approved



Source: EU Commission-SFC

OGs in viticulture

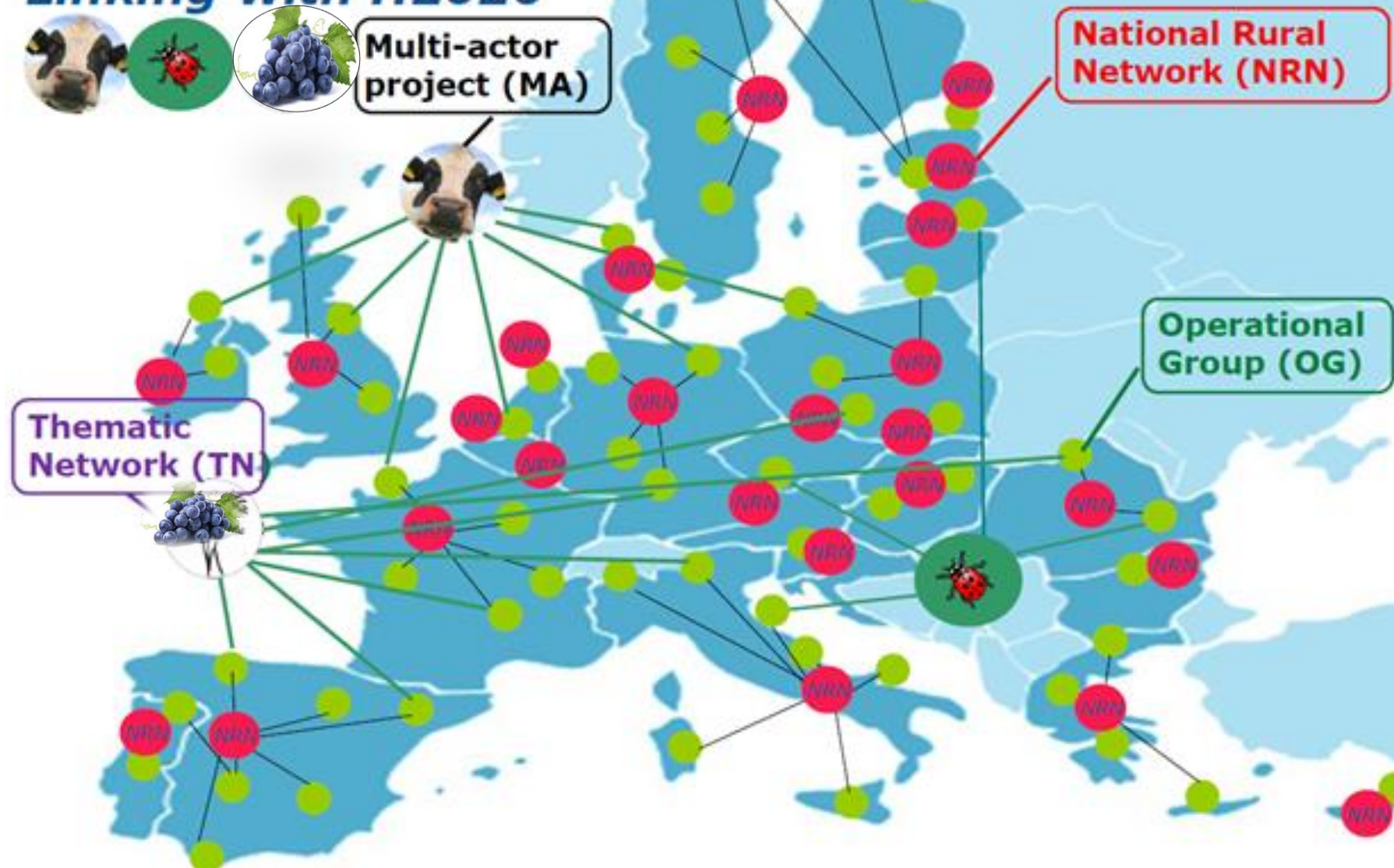


Source: EU Commission-SFC

Main areas of intervention:

- Protection from pests and diseases/reduction of pesticides' use
- Precision viticulture
- Water and soil management
- Biodiversity preservation

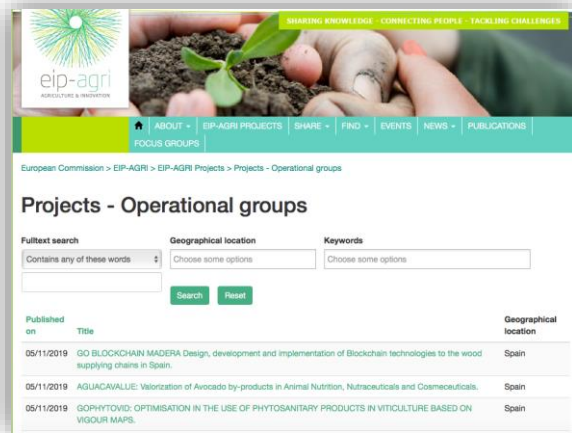
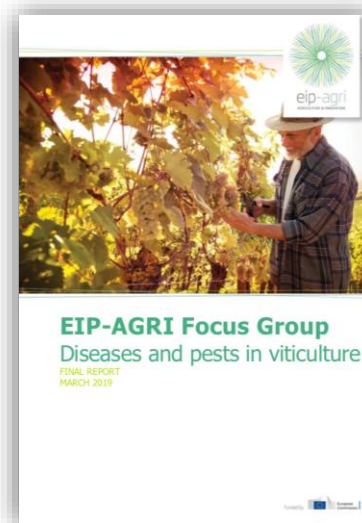
An EU wide EIP network, supported under Rural development policy Linking with H2020



EIP AGRI Network

✓ Focus groups at EU level:

- 38 FG activated
- 10 still on-going



- ✓ DB of Operational Groups
- ✓ Dedicated space to share ideas, projects, research needs
- ✓ Publications
- ✓ Contacts of National EIP Contact points

An example of networking for research and innovation – National focus group on protection in viticulture (2017 – 2019)



Mara Lai – Elisa Angelini – Sofia Casarin

National Focus groups – rationale

- Better investigate, at national level, themes considered relevant to the development of the agri-food sector.
- Identification of specific issues that could support existing OGs or future ones.
- Links with H2020 and other EU-funded programmes/initiatives: LIFE, ERASMUS +...

Preliminary consultations to identify the main teams of interest

1. Phytosanitary protection in viticulture
2. Communication of phytosanitary protection to citizens

**Area of action: regions in
North West, North East,
Centre of Italy**

Aims of the work

1. To identify and discuss major problems and innovation needs of the sector
2. To identify difficulties encountered and their reasons in communication between grape growers and citizens related to grapevine phytosanitary products
3. To propose examples of “good practices” to be adopted in both fields

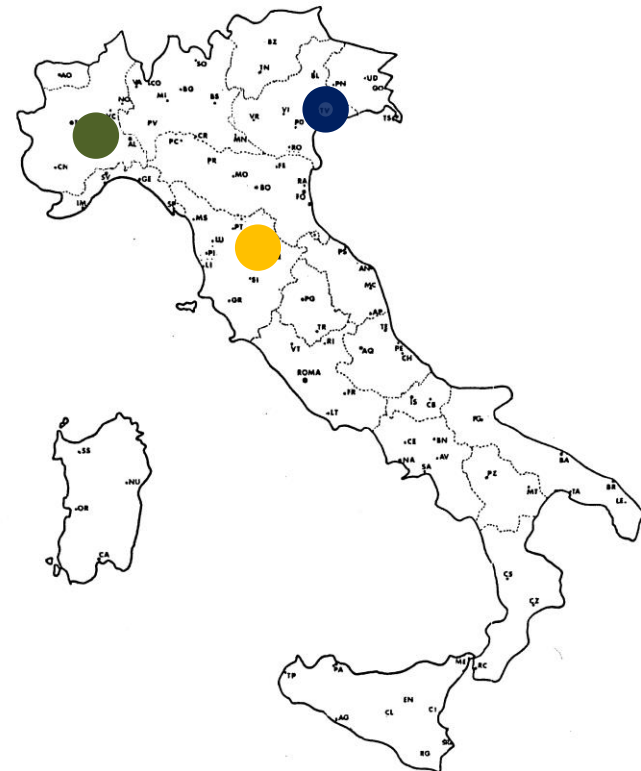
Methodology

1. **Focus groups** with the representatives of grape and wine sector and communication: technicians, researchers, phytosanitary services, grape growers' associations, journalists (85 experts involved in 6 meetings).
2. **Interviews to grape growers:**
 - to identify their main problems in grapevine disease control;
 - to better understand communication problems with citizens, arising also from the type of management.
3. **Interviews to citizens** to identify their perception of phytosanitary products used in viticulture.
4. **Statistical analyses** of results.

Focus groups on vine protection

Three Focus groups organized, one for each area of Northern Italy:

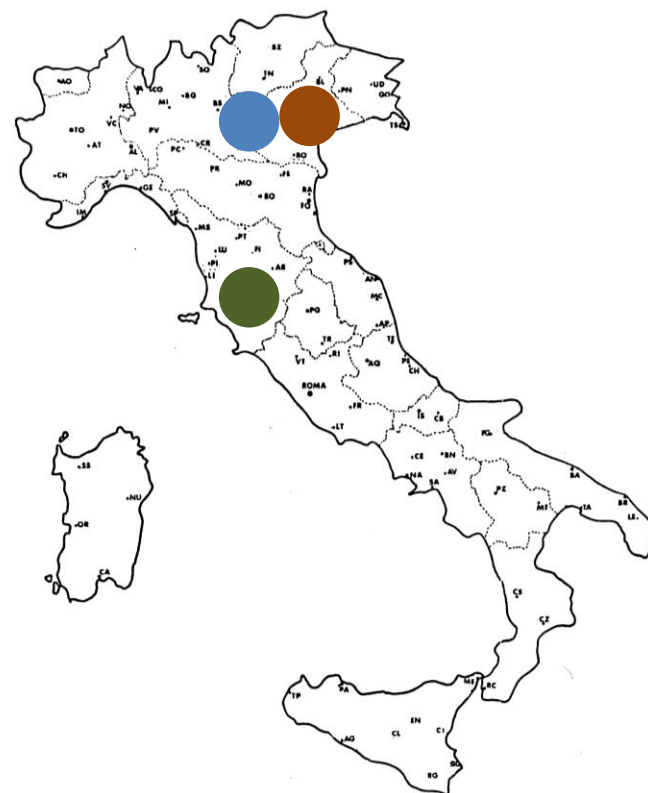
- Conegliano - November 2017
- Arezzo - November 2018
- Asti - February 2019



Interviews on vines protection

Questionnaire, targeting grape growers and technicians, carried out during two grape&wine events:

- *Vite in campo*, May 2018, 188 interviewees
- *Enovitis in campo*, June 2019, 175 interviewees
- Questionnaire on organic viticulture: “Nova agricoltura in vigneto”, June 2019; “Vite in campo”, July 2019: 322 interviewees



Preliminary results

Participants underlined some problems common to the three areas:

- Lack of professional education, both among technicians and consultants
- Lack of local and regional coordination
- Deficiency of current Italian legislation, which is not updated to the new technical innovation.
- Communication issues with citizens: integrated and organic
- Lack of innovative solutions for treatment distribution.
- Climate change and timeframe of treatments

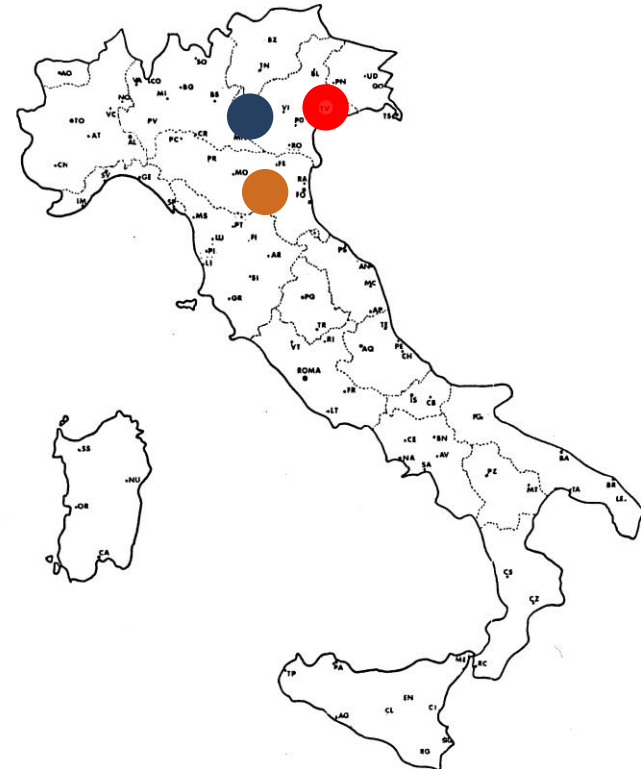


**Independent
from the type
of management**

Focus groups on communication

Three Focus groups organized, in three areas of Northern Italy:

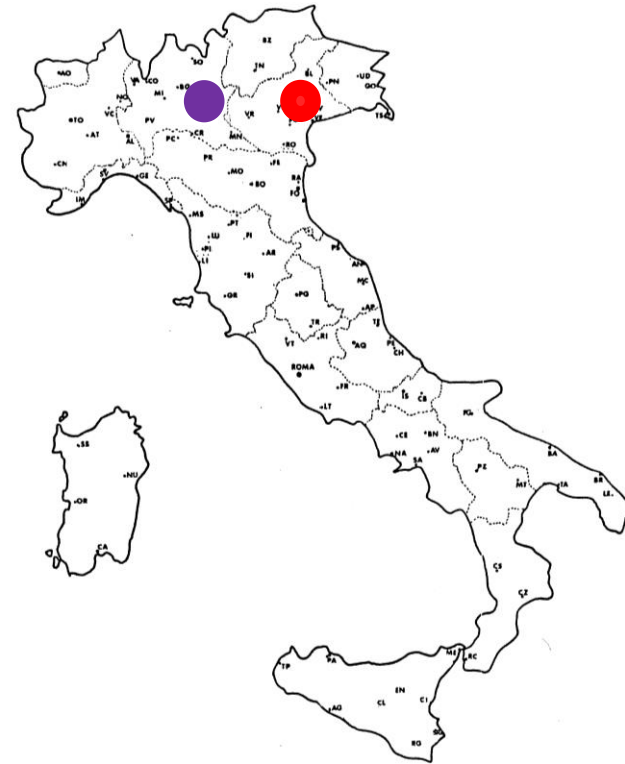
- Verona, April 2018
- Bologna, May 2019
- Conegliano, November 2019 (still to be done)



Interviews on communication

Same questionnaire was submitted to “normal” citizens (not growers):

- 177 interviewees during the event “*Vita in Campagna*”, Brescia, March 2019
- 378 interviewees by the students of the Secondary School on Enology and Viticulture (G.B. Cerletti, Conegliano) in the province of Treviso



Preliminary results

- Problems with citizens in many areas are mainly due to the fact that vineyards and urban areas are not spatially separated.
- Italian citizens generally think that “organic” agriculture is the good one, while all the rest is “bad”:
 - Lack of serious and clear information to citizens on agriculture (role of social media and fake news)
 - Lack of communication by Public Institutions
 - Lack of education of professionals involved in communication
 - Need of “guidelines” for grape growers on how to communicate agriculture to citizens.

Next steps

- To collect and publish European examples of “good practices” to be implemented in Italy, both in grapevine protection and communication
- Support the on-going dialogue with citizens
- Drawing some recommendations that can be useful for the future implementation of the future agricultural policy (RDPs measures implementation, CMO measures ...), and of the National Action Plan for the Sustainable Use of Pesticides.
- To organise an event where grape growers and citizens can interact
- To finish the material collected and prepare the final report.

More information

- mara.lai@crea.gov.it
- elisa.angelini@crea.gov.it
- sofiacasarini@gmail.com
- <https://www.innovarurale.it/it/italia/il-focus-viticoltura>