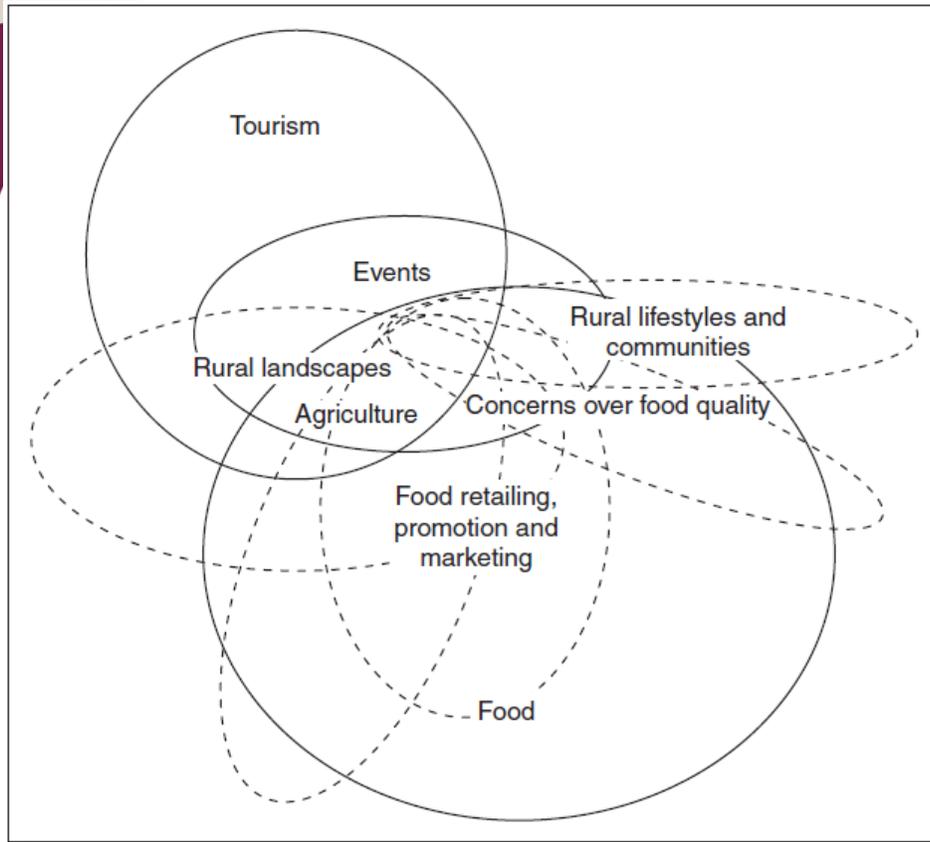


Boosting innovation in Wine tourism through University-business collaboration: outcomes, experiences and recommendations from “The Wine Lab” project
 Alessio Cavicchi
 University of Macerata - Italy

Multi-stakeholder actions and wicked problems in rural settings



Hall and Sharples, 2003

Multi-stakeholder actions are processes “in which actors from civil society, business and governmental institutions come together in order to find a common approach to an issue that affects them all” (Roloff, 2008).

Wicked problems” refer to issues which are highly **complex**, have **innumerable** and **undefined causes**, and are **difficult to understand and frame**.

there is broad disagreement on what ‘the problem’ is
the search for solutions is open ended

Imply a wise stakeholders’ management

The problem solving process is complex because constraints, such as resources and political ramifications, are constantly changing

(Roberts, 2000)

Thus, wicked problems cannot be resolved through finding “right answers” or “solutions”, but rather, **they must be managed**.

UB Collaboration

THE STATE OF UBC IN EUROPE



Original study was the **State of European University-Business Cooperation (UBC) study** for the European Commission in 2010-11 from the HEI perspective.

New study currently being undertaken (2016-2017) addressing both HEIs and business. Includes:

1. 52 good practice case studies
2. 24 expert interviews
3. Major survey (over 17,400 responses)
4. Policy review

Core Partners

LEAD PARTNER

Science Marketing

PARTNERS

technopolis

ingenio

University of Valencia

It is about relationships, trust, mutual commitment, shared goals

Culture and regulations need to change to facilitate a more open and collaborative environment

Interests are not mutually exclusive, different motivations strengthen the value of collaboration



There is a need for a more holistic approach, from both university (corporate engagement) and business (university relations managers)

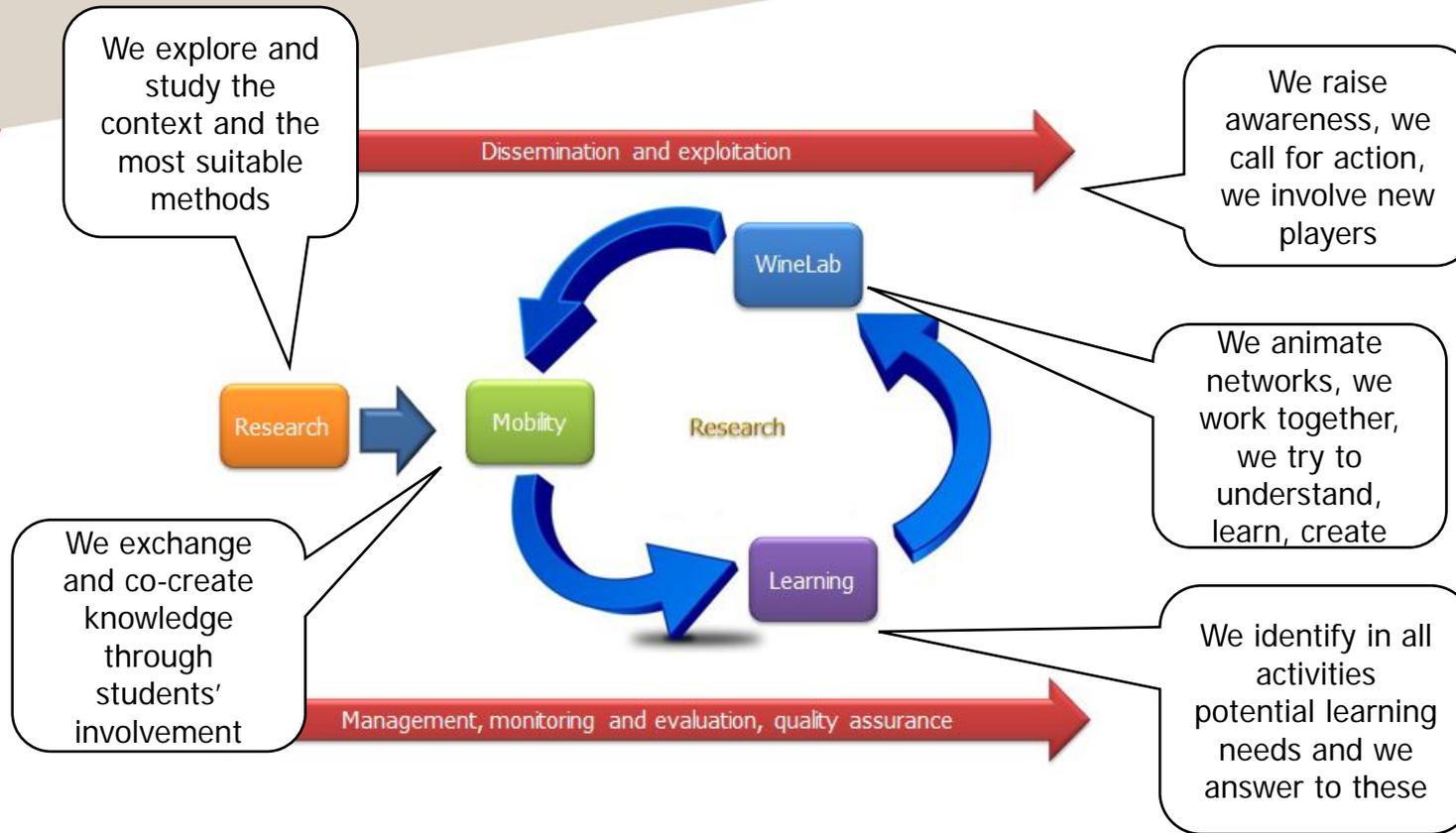
The experience, mindset and skills of professional staff and academics are crucial

The Wine Lab

The Wine Lab project aims at setting the basis for a dialogue among research, business and regional communities, including Universities and small wineries, mainly those located in disadvantaged areas, to stimulate knowledge flow, share challenges and solutions, and jointly generate and accelerate innovation in the wine sector.

The Wine Lab works in five regions of Europe, namely

- Drama region, Greece
- Marche and Tuscany regions, Italy
- Lower Austria, Austria
- Balatonfüred-Csopak, Hungary



Research

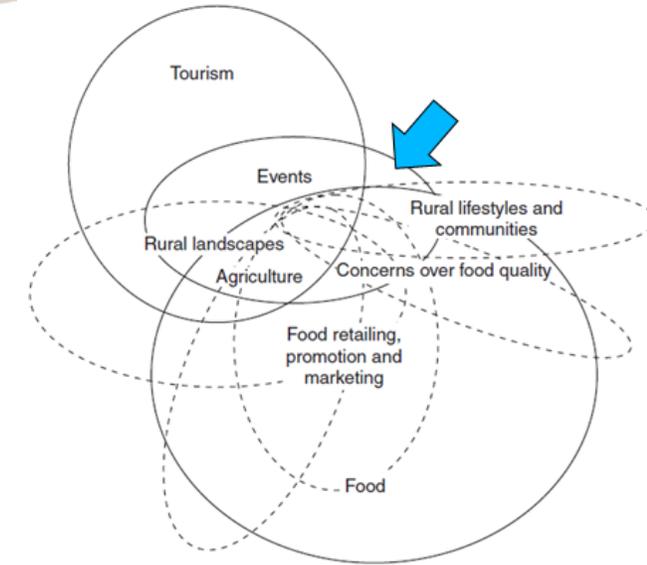
- Delphi method on wine sector perspectives in Europe
- Survey with students
- Survey with entrepreneurs
- Interviews with key informants

Main Evidences

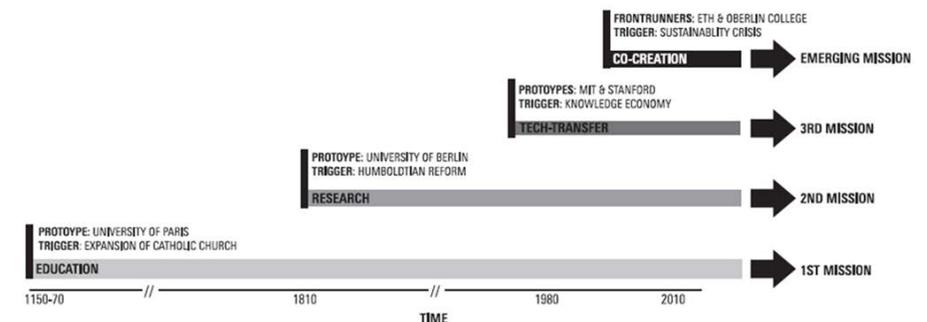
- Skills mismatch (wineries' needs vs new graduates knowledge)
- Overload of Bureaucracy
- Need to cooperate
- Need to better sale with higher margins

Objectives

- Regional communities building (the **Wine Hubs**), place-specific, multi-stakeholder and being able to solve real-world issues
- **Mobility** of students in wine companies
- **Wine Living Labs** – workshops, hackathons, seminars, transnational learning weeks, to make researchers, students and wine makers working together
- **Learning materials and short courses**, where winemakers, professionals and students learn together



Co-creation for sustainability



Outputs

- ✓ More than 1000 among students, wine makers, stakeholders of the wine sector, policy makers) directly involved in project activities
- ✓ Research (Delphi, surveys, interviews)
- ✓ Taste&Create workshops in 5 EU regions
- ✓ 5 hubs participatory meetings: wine living labs
- ✓ 24.000+ individuals reached by dissemination
- ✓ Synergies with schools, other projects, companies and universities across Europe and beyond
- ✓ Guidelines to set up Regional Wine Hubs
- ✓ Inclusion of new Associated Partners (Regions and HEIs)

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The Wine Lab ha condiviso il post
Pubblicato da Federica Baldoni (??)

Yesterday students of International Tourism Management at the University of Macerata, hosted by the Millennials Fest Siena Festival.

In the magical setting of Siena, the two students had the opportunity to discover the innovations in the wine sector through seminars with the experts and proposals for future projects. They also worked in different projects about food and water waste, sustainability and promotion of our enogastronomic identity.



THE WINE LAB

The Wine Lab ha aggiunto 10 nuove foto.
Pubblicato da Federica Baldoni (??) · 3 ottobre alle ore 13:59

#thewinelab took part to the #bottecellarica2017 organized by University of Macerata. Thanks to our friends of CIAS Innovation and of Istituto tecnico Agrario di Macerata we offered to our visitors the opportunity to taste Marche region's wines with the new app of sensorial analysis profiles made by Uniprini! A new experience of tasting in the beautiful Piazza della Libertà - Macerata setting!

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knowledge
shots

ΦΕΔΕΡΙΚΟΣ ΛΑΖΑΡΙΔΗΣ
Πρόεδρος Δ.Σ. & Δ/νων Σύμβουλος,
Nico Lazaridi Winery

Χρήσιμα tips και συμβουλές για το κρασί



Who are our key informants?

Panellists/experts

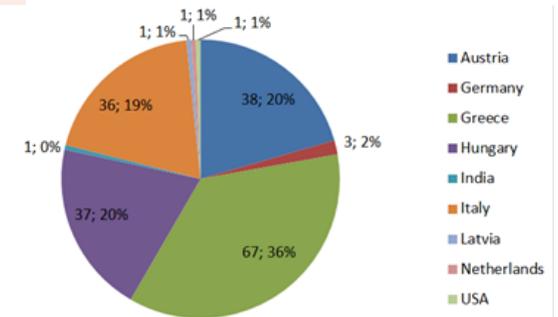
Professional profile	No.	Countries
Academics (professors and researchers)	6	IT (2); PT (1); GR (3)
Policy makers (national and regional levels)	6	IT (3 - 1 national; 2 regional); GR (3 - national)
Winemakers	5	AT (2); GR (3)
Stakeholders: wine representatives (unions, associations, etc.)	1	GR (1)
Stakeholders: wine communication	2	AT (1); GR (1)
Stakeholders: wine tourism	2	HU (2)
Stakeholders: technical companies for wine making	1	AT (1)
Stakeholders: wine distribution	1	GR (1)
Total	24	

77 interviews among wine makers, policy makers

	Austria	Greece	Italy	Hungary
Wine makers	10	14	26	10
Policy makers	6	5	5	5

Students

185 questionnaires collected from 9 countries



What we have asked?

We have asked questions related to four dimensions to all groups of respondents, in order to collect different points of view on the same aspects:

- Main **opportunities and difficulties** for small wineries in disadvantaged locations;
- Potential and relevance of **university-business cooperation** for supporting small wineries and local development;
- Potential and relevance of **territorial networking** for local development (e.g. links of small wineries with rural tourism, links with cultural heritage, etc.);
- Perceived **skills mismatch** between needs of small wineries and graduates.

General results 1/3

Strengths and weaknesses of small wineries in disadvantaged areas

Strengths for development

- High quality of products, niche products.
- Location as set of tradition and culture, which also relates to wine tourism in the frame of rural tourism.

Weaknesses to development

- Wineries size, as most of the wineries are micro-companies, family businesses with little capacity of creating jobs or increase their production.
- Location, which entails more costs for production, transportation, etc.
- Financial challenges, as access to capital and cost management, including management of bureaucracy duties.

General results 2/3

Relevance of networking and joint cooperation

	Panellists/experts	Wine makers	Policy makers	Students
Networking with peers and stakeholders	Local networking as leverage for regional development	Local networking relevant for reciprocal support	Local networking not relevant as national networking (system level)	Local networking relevant, but the quality of product much more relevant
University-Business cooperation	Relevant in all areas of UBC	Relevant in particular for technical research (e.g. agronomy, mechanisation, etc.)	Very relevant for research, lifelong learning, and students mobility	Relevant mostly for curriculum design

General results 3/3

Most important skills for the workforce

	Wine makers	Policy makers	Students
Hard skills/technical (agronomy, production, etc.)	Relevant, but most is learned in the company	Relevant as minimum standard, but the learning on the job is more important	Very relevant, curricula should be reviewed
Hard skills/business, financial, marketing	Very relevant	Very relevant	Relevant, but not always (e.g. financial deemed not very important)
Soft skills	Very relevant	Very relevant	Very relevant
Other transversal skills	Relevant, particularly foreign languages	Relevant	Relevant, but not as others (in particular digital skills not very important)

Wine Hackathon

Winethons are events organised to find innovative solutions to a problem by means of sharing between participants with different working profiles (students, researchers, wine makers, other stakeholders) and supported by an external expert who acts as chair and facilitator. They will be organised as learning events, then according to the formula: introduction of the topic – working groups – presentation – debate – restitution, and will be participated by 15-20 persons (3-4 working groups).

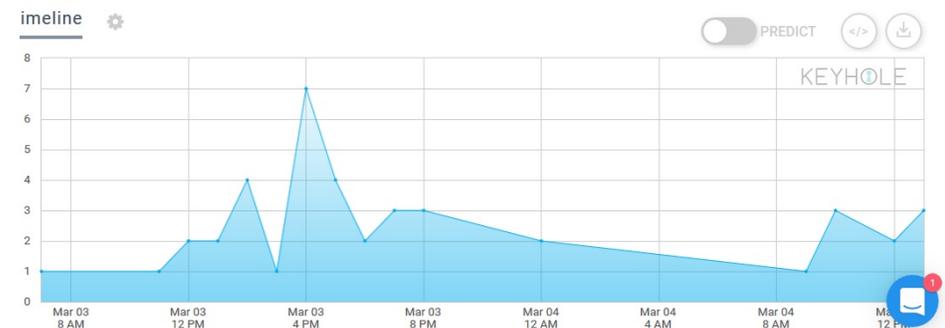
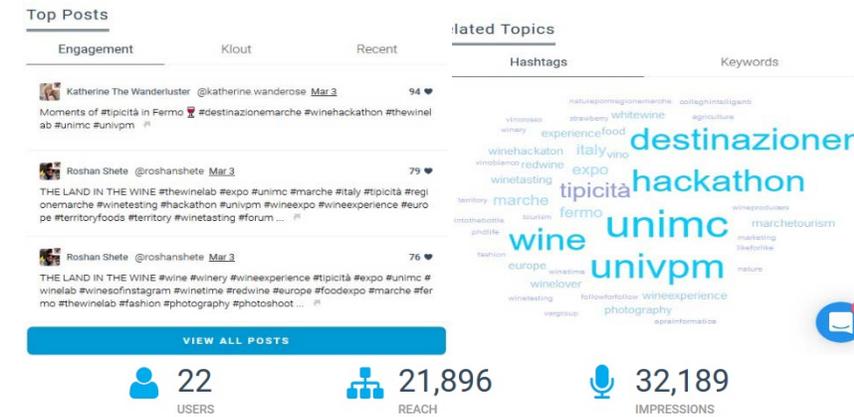
Min 5 winethons (4 national + 1 transnational) will be organised – as evidence, reporting of the events (completed with attending sheets and outcomes delivered by working groups) will be provided.

Each Winethon will not exceed one day length, according to the expected outcomes, while original hackathons in ICT usually last from one day to a week, as they provide mostly software solutions, which require time-consuming tasks, such as programming.

The transnational winethon will be online based: national groups will work simultaneously in their own country and will be connected with other groups by means of an online platform (to this aim, Adobe Connect will be used).



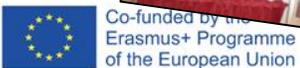
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International Student competition on Place Branding and Med Diet Editions 2016 – 2017-2018



- Community of Practice
- Constructivist Approach:
 - Problem-based learning;
 - Location-based learning;
- Stakeholder engagement;
- Empowerment of local community;
- New role for scholars and tutors;
- Self-awareness of Public Administration Representatives



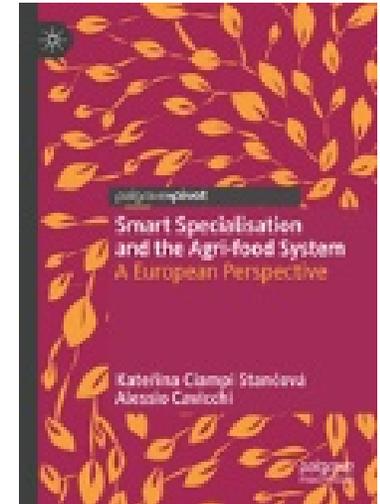
QUADRUPLE HELIX

Matching bottom-up initiatives and EU policy framework: the challenge of Smart Specialisation



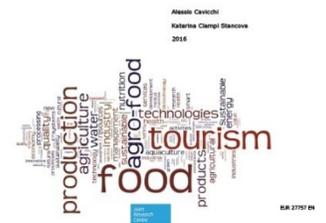
Need to **continue with the entrepreneurial discovery process** as well as analysis and mapping of activities, capacities and needs of regional actors, because these are preconditions for finding partners in other countries and regions.

A good understanding of value chains contributes to better identification of collaboration opportunities and consequently to technological upgrading.



JRC SCIENCE FOR POLICY REPORT

Food and gastronomy as elements of regional innovation strategies



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Our approach to U-B Cooperation in the wine&tourism sector



- LISTEN, PARTICIPATE, WORK, LEARN, **CO-CREATE** WITH YOUR TERRITORY starting from real and commonly identified needs
- **STUDENTS FIRST!** Always involved, active players, in contact with enterprises, appointed to real tasks
- REMEMBER **POLICY** DIMENSION, alignment between National/Regional Smart Specialisation Strategies and HEIs
- THINK ABOUT **UNIVERSITY** ROLE, is there an emerging one that we have to consider?

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