As a key organisation in the wine and vine sector, the OIV needs to act as a promoter of digital practices

Digital Transformation Observatory Hub

Build a specialised team in charge of:

- **Monitoring** the technological **trends** that apply to the sector
- **Prepare** periodical **reports** with the main points and conclusions of the benchmarking
- Support the OIV in the holding of **conferences** aimed at the **dissemination of technological trends** in the sector
- **Define technological initiatives** that can be applied to the sector and Member States
  - Potential initiatives already identified:

Some examples of potential initiatives that could be implemented

E-Label

Develop an **electronic label** for wine that contains all product information in different languages and in compliance with regulation for the different markets

E-certificate

Implement a system that allows the **interchange of electronic certificates** (origin, quality, variety, exporter, laboratory analysis...) to **improve the information flow between exporting and importing States** —harmonising international trade parameters and assuring the quality and origin of wine
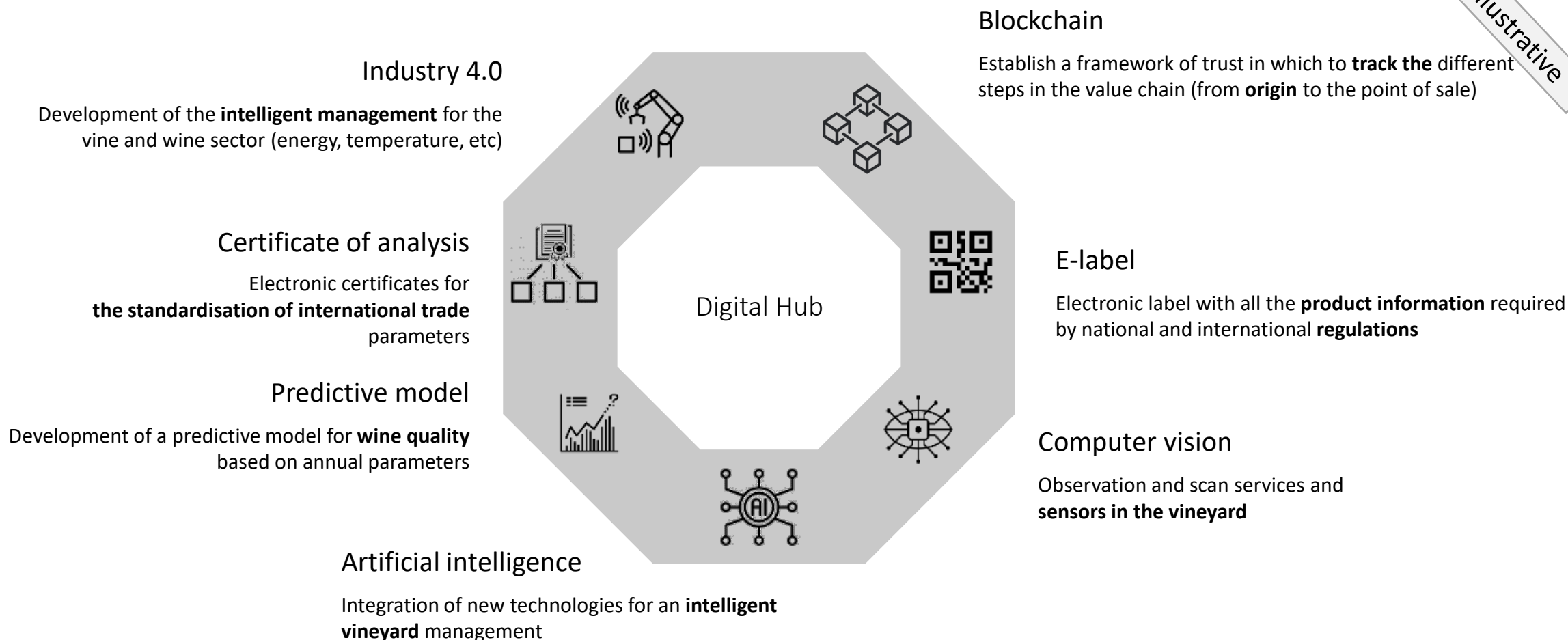
Blockchain

Network for product traceability based on Blockchain and record the necessary data to guarantee and certify the product's fingerprint
In this way, consumers can access data that can range from the location and management of the vineyards, time and weather of the harvest, grape varieties, detailed information on the barrels used in aging...

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The OIV can emerge as a driver of innovation acting as a promoter of ideas, always being at the forefront of technological updates that affect the sector...
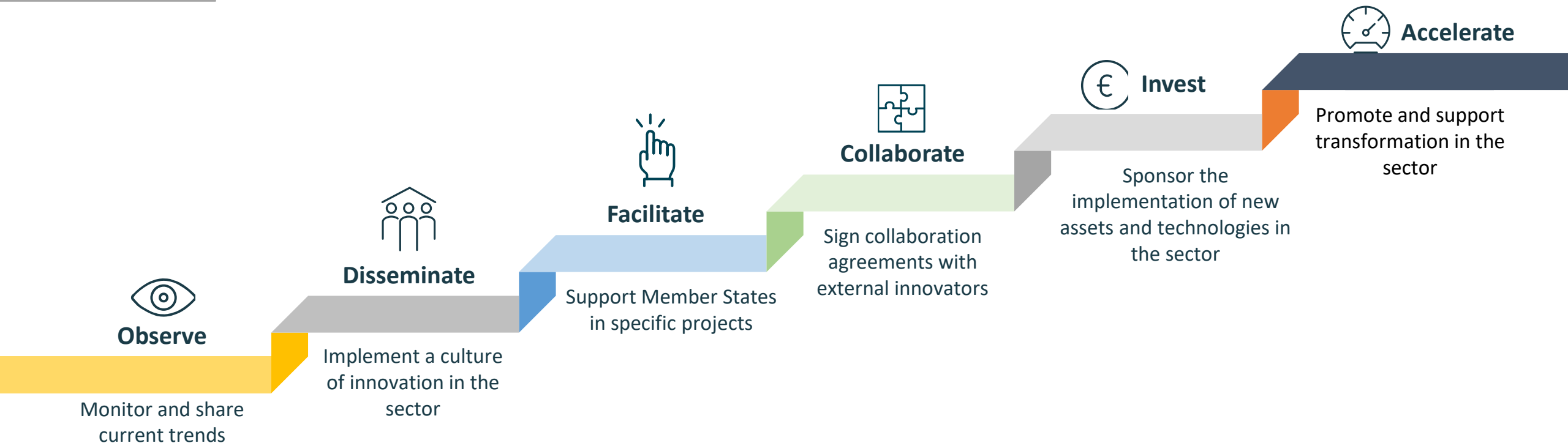
Illustrative

Industry 4.0

Development of the **intelligent management** for the vine and wine sector (energy, temperature, etc)

Certificate of analysis

Electronic certificates for **the standardisation of international trade** parameters

Predictive model

Development of a predictive model for **wine quality** based on annual parameters

Blockchain

Establish a framework of trust in which to **track the** different steps in the value chain (from **origin** to the point of sale)

E-label

Electronic label with all the **product information** required by national and international **regulations**

Computer vision

Observation and scan services and **sensors in the vineyard**

Artificial intelligence

Integration of new technologies for an **intelligent vineyard** management

Digital Hub

... by developing a technological team capable of identifying trends and innovations in the vine and wine value chain

Sector Value chain

Field —————— **Transformation** —————— **Distribution and Sale**

Accelerate

Promote and support transformation in the sector

Invest

Sponsor the implementation of new assets and technologies in the sector

Collaborate

Sign collaboration agreements with external innovators

Facilitate

Support Member States in specific projects

Disseminate

Implement a culture of innovation in the sector

Observe

Monitor and share current trends

Enhance the OIV's support whe it comes to informing, promoting and disseminating the adoption of digital practices and technology innovations in the vine and wine sector
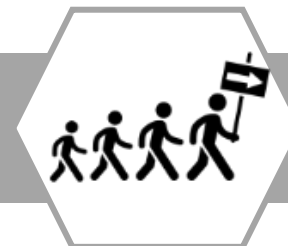
The Digital Hub can allow the OIV to drive the digital transformation in the sector and act as a promoter of specific projects

The Digital Hub's main functions

Acting as a promoter of digital transformation

Support for the acceleration of projects and collaboration agreements

Promoter of a digitisation culture

Preparation of **periodical reports** with the latest technological trends applied to vine & wine and identify seminars and **conferences** for Member States

- Track, analyze and share sectorial digital transformation and use cases
- Dissemination of technological trends applied to the wine and vine sector

Digitisation accelerator

Develop initiatives to offer specific **digital transformation projects to Member States** to accelerate and lead its implementation

- Develop collaboration agreements with other companies or Member States
- Support the acceleration of projects through specialised resources: search for new financing methods and operative models

Market research and reports

Support organisation of seminars and workshops

Promotion of digital transformation initiatives

Accelerate initiatives implementation

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An Indra company