



The OIV is a key organisation in the wine and vine sector, and can act as a promoter of digital practices in the sector

Digital Garage

Work process that connects the OIV's internal staff with knowledge and inspiration and thus speed up the time of **creation** and implementation of **innovative initiatives** that will impact on the vine & wine sector and will support OIV's objective of leading a community around the sector

Some examples of potential initiatives that could be implemented

Wine competition community

Collect information and identify trends **from the wine competitions** that are sponsored by way of digitizing the wine tasting process

Create a **wine-tasters digital network platform** with their profile and contact information (bounce, silver, gold)

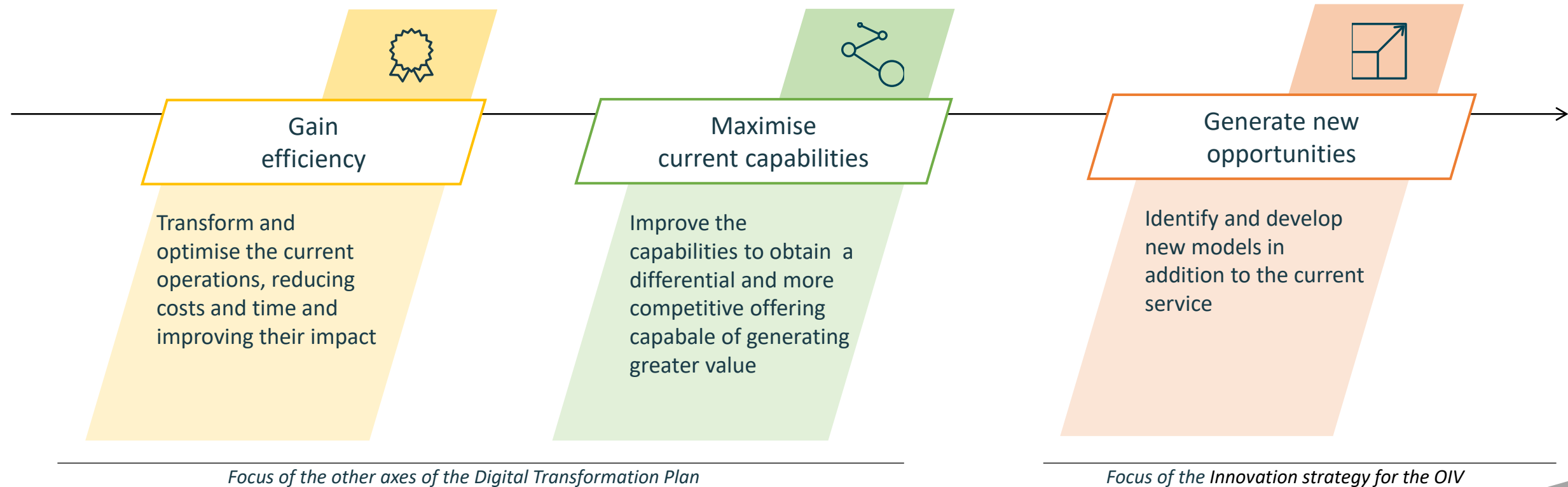
Database of tasters that could be useful when searching and contacting professionals for future competitions

OIV Labwork community

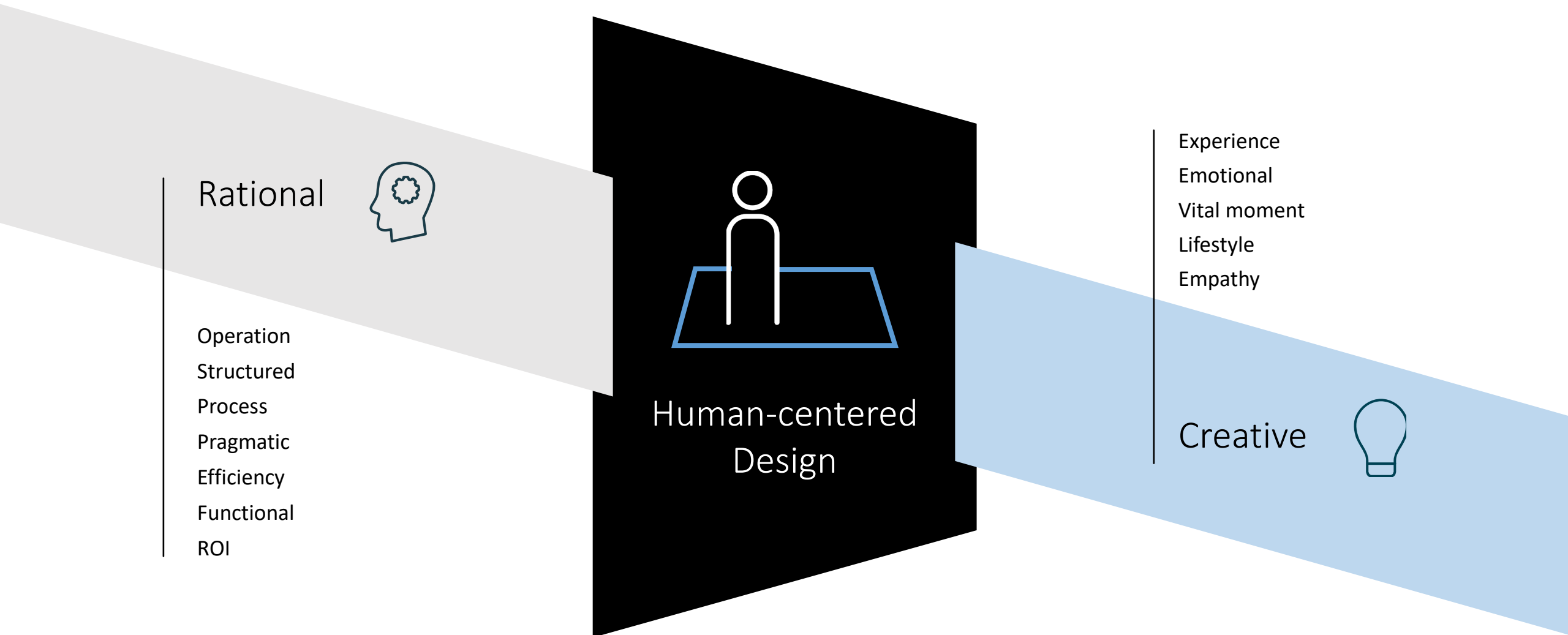
Create a **network of laboratories** to digitise and standardise the wine sample analysis request process, working also as a collaborative platform

At a high strategic level, the organisation needs to define its ambition for digital innovation

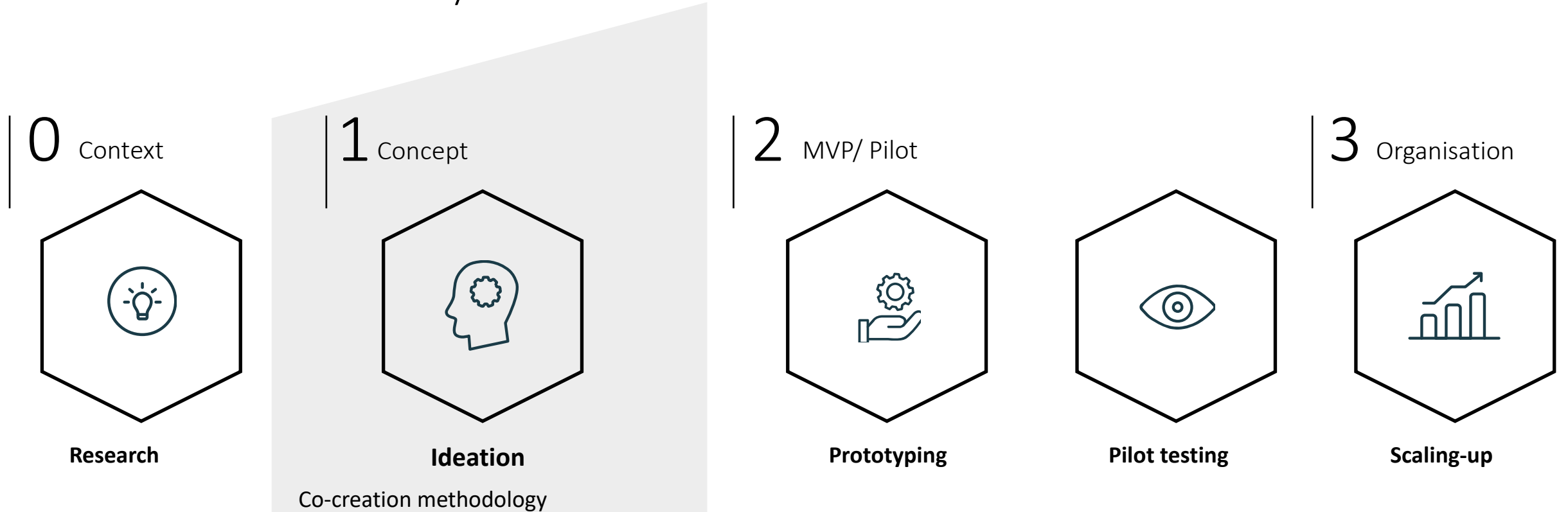
Each organisation has to define and/or identify its innovation objectives, which have to be related to the organisation's digital strategy



Design-thinking balances facts and creativity to achieve relevant and differential results



The OIV leverage its position to foster networking and collaboration and thus develop the vine and wine sector community





The innovation strategy can include tailored programmes as well as organisational management so that the OIV can focus on creating new ideas

Meet the inspiration

Inspiration



Creativity



Innovation



Unique experiences

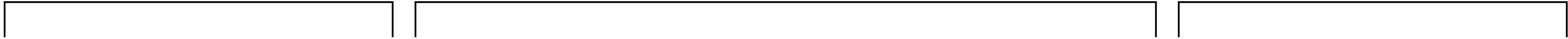
Useful tools and resources

Committed teams

New ideas and thoughts

The Innovation strategy for the OIV will be designed based on its needs, and will use a wide range of divergence and convergence techniques

A series of examples of tools used throughout the sessions during previous experiences are shown below. Such tools will be adjusted to the particularities and casuistries of each case



Warm up

Ideas generation

Convergence and Scaling



Inspiration pills

Information sent prior to the sessions so that participants can become inspired and come up with ideas



Human Library

Explore through conversations with experts from the sector



Worst idea

Identify the worst idea for the problem and turn it into a good idea



Speed dating

Ideas are presented in a short quote after being selected



Stop / Start / Continue

Identify changes and opportunities at an early stage of the process



Thief and doctor

Study success stories and best practices from other sectors and apply the lesson to the goals set



Safari trip

Exploration of urban spaces in search of inspiration and trends to be applied to the project



Blueprinting

Amplification and realisation of the best ideas in a predetermined format and connection with the reality of the company

Face challenges through the Innovation strategy to devise and create new innovative solutions based on encouragement, ideation and co-creation techniques



New results require new inputs

Exploration of **new ideas** capable of **sparking creativity**.

Inspiration (comparative, tangential and abstract) creates new inputs upon which **brilliant and ingenious ideas can be built**.



Experiences, not just information

Information is not enough, **experiences** are needed to **bring out the best** in people's minds and hearts. **Highly collaborative and immersive programs** that ensure enriching personal involvement.



Slightly disruptive

Dynamic approach, challenging the traditional mindset, taking **people out of their comfort zones** without forgetting the strategic objectives



Maximise visual impact

Problems must be faced with strong visual sensitivity (walls, magazines, illustrations...). **The more senses** are used in learning, **the easier it is to retain** and develop the knowledge acquired.



Three-phased approach to the OIV's innovation strategy

