



# Reinforcing the OIV's role through digitalization

Digital Transformation Plan Summary

October 2020





In today's environment changes occur faster than ever with society and organisations in a constant state of evolution

# Currently, IGOs are exposed to an context that is...



...complex

IGOs have to operate and bring solutions in more complex environments with issues like **sustainability, globalisation, and regulation**



...in permanent evolution

Generalist **IGOs** are **gaining relevance** in specific sectors and sectorial ones are **specialising**



...more driven by new technologies

IGOs are identifying **new opportunities** and benefits that arise with **digitalisation and new technologies**



European Commission



FAO



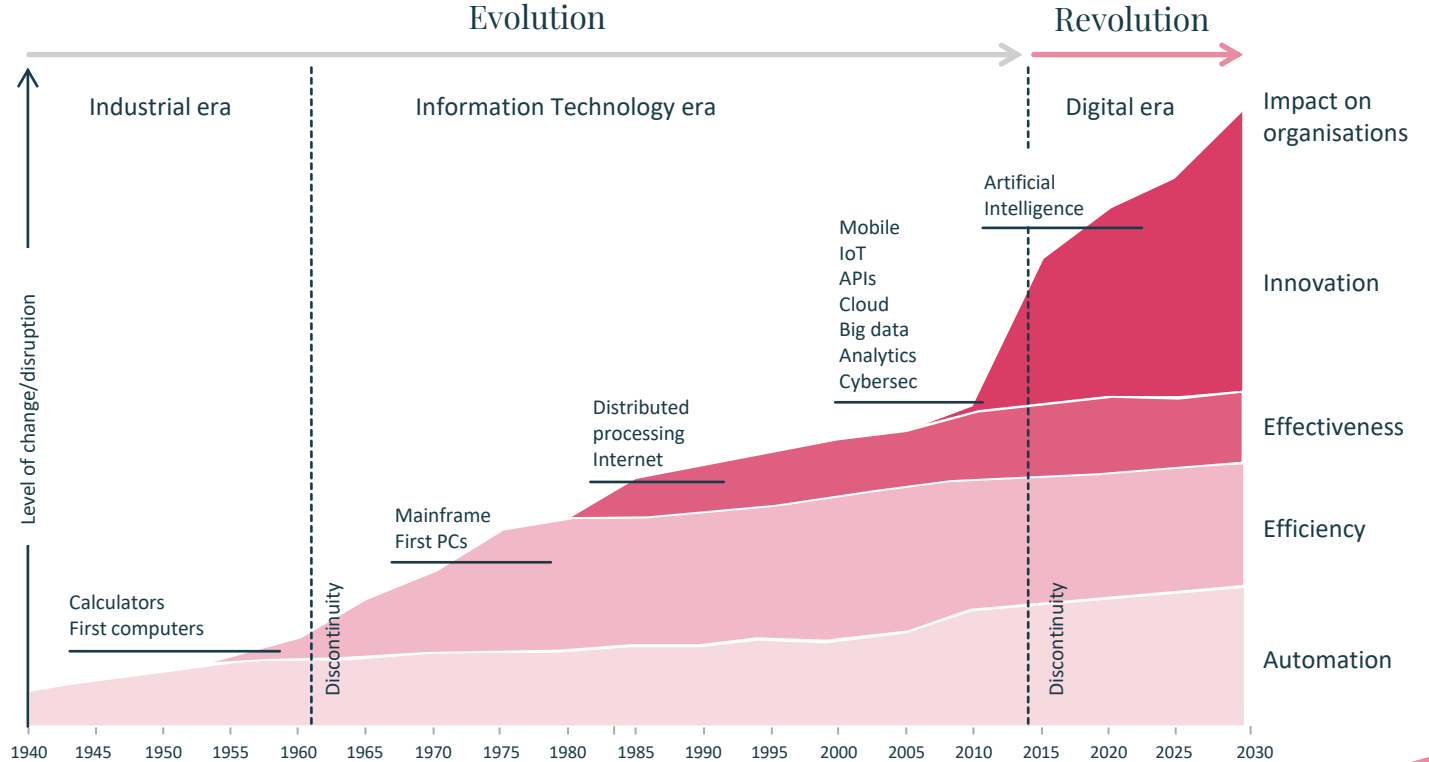
Going Digital Toolkit - OECD



Collaborative platform – Unite - UN

# The acceleration of technological advances is generating an unprecedented disruption in the way of organisations operate

Technology in the recent decades has been a relevant lever in the optimisation of operations. However, it has nowadays become the cornerstone for innovation, new businesses and opportunities



# OIV's mission is to become the scientific and technical reference organisation on vine and wine sector, motivated by a commitment to transparency and accessibility to information

Created in 2001 to replace the International Vine and Wine Office (1924), the OIV's main **objectives** are to:



**Inform its Member States** of measures concerning producers, consumers and other players in the vine and wine products sector



**Assist other international organisations**, especially those which carry out standardisation activities



Contribute to the **international harmonisation of existing practices and standards**, improving the conditions for producing and marketing vine and wine products, and helping ensure that the interests of consumers are taken into account

**+500** Experts

(Independent professionals of the sector that contributes to the research and publications)

**47** Member States

(countries responsible most of the production and consumption of wine in the world)

**14** Observers

(non-Member States, organisations, regions or territories)



The OIV is positioned to provide grape and wine producing and consuming countries with information to develop vitivinicultural regulations, and also to minimise barriers to trade, promote sustainable production and protect consumers

# The OIV has committed to a 4-year strategic plan for sustainable development in response to the challenges faced by the international vitivinicultural sector

## The OIV's essential **functions**:

### **Standards for the vitivinicultural sector**

Creation of internationally harmonised and accepted standards for the production of vitivinicultural produce

### **Research and publications**

The OIV work with alongside an international network of experts to contribute to innovation and advances in the vitivinicultural sector on certain subjects which are considered to be at the forefront of the sector

### **Databases, statistics and sector information**

The OIV works with its Member States gathering data and producing statistical outlooks, and generating analytical reports on specific topics in the vitivinicultural sector

### **Education and communication**

OIV research grants, patronage, literature rewards and offers an immersive Master Degree level management program in the wine sector

## These functions rely on **four units**:



Viticulture



Enology



Economics and Law



Health and Safety

## Six Axis for the **Strategic Plan**:

- Promote **environmentally-friendly** vitiviniculture
- **Promote economic activity** according to principles of sustainable development and of market growth and globalisation
- Contribute to **social development** through vitiviniculture
- Pursue the development of a **harmonised regulatory environment**
- Facilitate the **digital transition** of the sector
- **Consolidate the role of the OIV** as a benchmark scientific, technical, and cultural organisation worldwide

# The OIV intends to harness the opportunities of the digital environment and has requested the design of a digital transformation plan

The Digital Transformation Plan has been designed with a twofold approach

## External approach



Global **benchmark** of other IGOs and best practices



Analysis alongside a **pool of digital experts** of the opportunities, solutions and tools that best match the OIV needs identified

## Internal approach



**Interviews** with OIV Secretariat and Experts to identify the internal needs, objectives, pain points and strengths



Use of **collaborative intelligence** to enrich the understanding of the needs and ease the diagnosis and convergence of ideas



Digital Transformation Plan

- Digital initiatives
- Prioritisation
- Budget and roadmap

# A benchmarking of digital transformation trends has been carried out among IGOs and other organisations

Identify best practices for digitalisation implemented by other relevant organisations and associations

The benchmarking analysis revealed that IGOs generally face digital transformation on 4 fronts

Overview of the status of digital transformation in major IGOs



Analysing a similar IGO (similar purpose and functions)



Search for best practices in other organisations in the sector

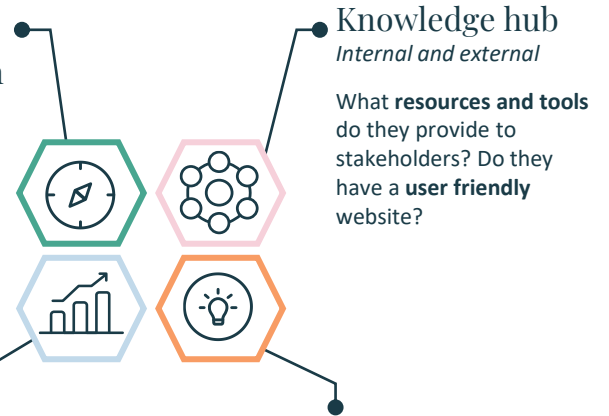


Interviews with the Inter-American Development Bank and the World Bank



## Status as regards Digital Transformation

Have they identified the **challenges of digital transformation**? Is there a plan of action?



## Data management

How do they collect the **sectorial data**? How do they present the data and share it with stakeholders?

## Innovative practices

Are they implementing any innovative practice related or leveraged on digital technologies?



# In-depth interviews with the CIO and IT Manager at the Inter-American Development Bank (IDB) for a deep insight into the main axes of their DT plan

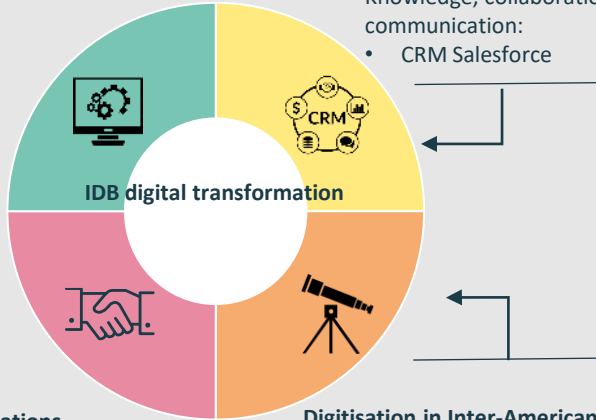
The **interview with the CIO** gave visibility of the main axes of IDB's digital transformation and its enablers

## Internal Systems development:

- Microsoft 365 suite
- ERP
- Data management

## Communication with clients:

- Knowledge, collaboration and open communication:
- CRM Salesforce



## Organisational considerations

- *Partners* with a technical and business profile capable of aligning IT with the organisation's requirements
- *Strong CIO profile & empowered in the organisation*, focused on operative support

## Digitisation in Inter-American Regions :

- Loans for tech projects
- Technical cooperation: training...
- Documents and reports
- Tech lab

The **interview with the IT Data Manager** disclosed their best practices in terms of data management

- Their strategy is **to build a single data warehouse** to eliminate silos and create synergies between the different departments
- **Data entry** integrated with their cloud to collect external data
  - Data entry solution to fill in data
  - Massive data load (excel files for specific data loads)
- For historical reasons they use **three tools to visualize** sectorial and regional data as well as for the organisation's data:
  - Cognos
  - Tableau
  - Power BI
- **Data available in website through HTML development** linked to its datawarehouse

# Interview with the special assistant to the Vice President at the CIO Office - World Bank

Outcomes

## Countries digital development

Enhance digital development for the countries through:

- **Collaboration platforms**, data analytics...
- **Technological innovation lab**: promotion of new technologies (IoT, blockchain, AI...)

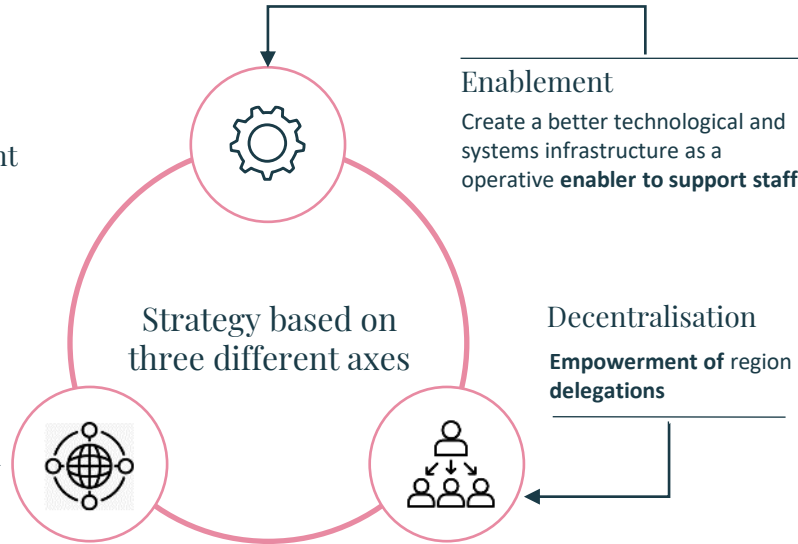
Basis

**Consolidation and simplification**  
of the IT framework

**Enhance productivity**  
Technological solutions to "do more with less"

**Setting the basics**  
Step-by-step Implementation, start small and evolve after

**Internal Data Science team**  
Data analytics support for the internal staff



## World bank applications framework



# The OECD: A reference as a reliable and accurate source of sector-related information and statistics

## Highlights for the Digital Transformation in the OECD

### Sectorial Digital Transformation

The launch of the **Going Digital Project** aims to reduce the gap between technology and policy making

- **Horizontal activities:** Develop an integrated policy framework for benefit from digital transformation.
- **Domain-specific insights:** Analysis of digital transformation in specific policy areas.
- **Cross-cutting analysis:** Deep-dives into the challenges faced in the digital era and which are at the intersection of more than one policy area.



- Helps countries **assess their digital development** status and formulate policy strategies and approaches accordingly. Data exploration and visualisation.

### Internal and external knowledge hub

Reference in enabling tools and platforms to foster collaboration with and between its stakeholders

#### OECD Network Environment — O.N.E

- Developing, accessing and sharing information and knowledge of the OECD's work-in-progress prior to publication.
- Open to governments and delegates

#### User friendly website



- Easily-accessible links to other platforms, applications and information sources.

### Data and statistics

There is a wide range of datasets, dashboards and accessible data organised in different tools



- **OECD Data** allows users to see the data in charts, maps, tables and gives access to +100 databases.
- **OECD Library** gives access to the data from statistical series, countries, and indicators on different OECD databases (14 databases including OECD.Stat). It has better usability than OECD Stat.
- **OECD Stat** is their data warehouse. It gives access to a full taxonomy of Themes in which the searches are complicated.

# The UN is the most relevant organisation worldwide with a wide range of resources that enable digital transformation

## Highlights for the Digital Transformation in the UN

### ICT Strategy



Sectorial and internal Digital Transformation

### Data & Analytics



Data and statistics

### Innovation



Innovative practices

#### UNITE – ICT Strategy for the future United Nations

- **Tech advancements:** Open to new advances and in the development of technology to support the substantive work of the UN.
- **Analytics:** broaden global capacity in analytics, enabling the development of innovative solutions.
- **Partnership:** Stimulate innovation through greater collaboration with the UN system in all areas.
- **Cyber Diligence:** Remain cognizant of cyber security and privacy to ensure people safety, infrastructure and work.

The UN has several datasets, each of them has its own features and purpose



- UN Comrade uses more graphics as its developed in MS Power BI, which makes it have a better user experience.
- SDG Indicators it is also a data mart with extensive hierarchy, it has a search engine and it also hosts reports.
- UN data is a data mart that gives access to an extensive hierarchy of topics. The searches are complicated due to the volume of data.
- MBS is a monthly bulletin of current economic and social statistics. Users can combine Topic, Table, Period and Countries for the search.

### Collaborative generation of initiatives and ideas

#### UN Unite Ideas



- Collaborative platform between the United Nations, academia, and civil society.
- Granted access to real-world, data-driven challenges faced by the Organisation and its Member States.
- Post ideas, comments, votes, likes, and reviews.

An Indra company

# The FAO plays a leading role in the digital transformation of the agricultural sector

## Key axes of the Digital Transformation in the FAO

Identify the challenges of the digital transformation for agriculture



Sectoral Digital Transformation

### Digital Agriculture Transformation Seminar

- Foster an exchange among stakeholders to identify the challenges that the digital transformation brings to agriculture and rural systems

### Preparation of papers and scientific reports

- Digital technologies in agriculture and rural areas
  - Analysing the changes and the enablers of digital agriculture
- With examples of the use of digital technologies in agrifood systems

Develop a knowledge hub to its stakeholders



Internal and external knowledge hub

### Website



- Intuitive and user-friendly website offering many resources to experts and stakeholders

### Codex Alimentarius



- Easy access to the information of all experts and experts groups
- Clear organisation and transparency of the work performed by each group

Worldwide collection, validation and dissemination of data



Data and statistics

### Data collection

- Collects and report national data related to a wide range of topics on the basis of a pre-set questionnaires
- Offers an entry point to each FAO questionnaire

### Innovative ways of visualizing data

- Infographics
- Several databases and indicators
- Rankings
- Interactive stories (interactive maps)



Develop a community-driven forum to provide solutions to farmers



Innovative practices

### Plant Village

- Open access to science-based advice on crop health
- Repository of images on plant health to enable the development of mobile disease diagnostics.
- Development of a range of tools to provide solutions to African farmers (AI, mobile phones, drones, satellites, and nanotechnology)



# The International Olive Council (IOC) is developing information projects to leverage on data and digitalisation

## Highlights for the Digital Transformation of the International Olive Council

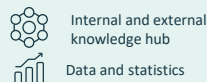


Sector Digital  
Transformation

IOC promotes and finances projects that leverage on digital capabilities

### Expert group working on Datascience for harvest forecasting

- Harvest forecasting through pollen monitoring
- Statistical model for predicting harvests, based on the ratio between the quantity of pollen released by trees during flowering and the volume of fruit production



IOC is working to provide world-class data and resources for the olive and oil sector

### IOC website and resources are very similar to those of OIV

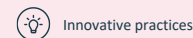
- They have standards, methods, guidelines, publications and a newsletter.
- Intranet or private area for the expert groups.

### Building an Observatory

- Responsible for publishing up-to-date information on the sector



- Put in place and administer collaborative information platform
- Coordinate information, data and indicators
- Coordination of the monthly newsletter and the online journal OLIVAE
- Dissemination of information



Adoption of innovative practices aiming to become the go-to source of information in the sector

### Olive Health Information System

- Connect researchers and spread technical scientific data
- Disseminate the benefits of olive oil
- Permanent repository of all scientific reports related to the health effects of olive products



# The International Coffee Organisation (ICO) is focused on providing value through accurate statistics and data



## Highlights for the Digital Transformation in the International Coffee Organisation

- ICO does not have a Digital Transformation strategy but develops smaller projects and actions...
  - ... to promote **sectorial Digital Transformation**
  - ... to extract the **maximum value from its data**



The ICO identifies digital transformation as a differential factor in the sector and promotes its adoption

### Hosting congresses that disseminate digital practices

- Machine vision, AI and blockchain for the coffee value chain
- Blockchain for electronic payments, Machine vision and AI provide information of the quality of the coffee beans and relate a price

### Assessing digital transformation in their annual review

- Identify the significant and positive impact on producers of digital transformation
- Identify the need to ensure that small and marginalised farmers are able to benefit



Data and statistics



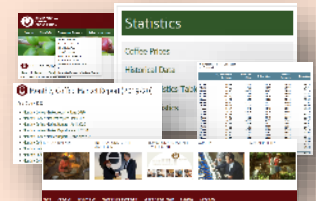
Innovative practices

Leveraging on their data and statistics to extract value for the organisation and its stakeholders

- The key aspect of ICO statistics is their access to very valuable information of the sector such as the daily and monthly prices
- ICO does not have an analytics tool for consult and exploit their data, they publish the data on the website
- ICO publishes their information in a downloadable format (PDF or excel)
- They also provide support through email in case some additional data is needed
- It does not have any search engine to look for statistics or reports

### Capitalize on their access to sectorial information

- ICO gives access to its library and its information services to the coffee industry, academics, the media and others, including an annual subscription service to ICO documents and publications using 3 subscription bands:
  - All statistical and economic documents
  - Monthly data
  - Quarterly and annual statistics



# The International Cocoa Organisation (ICCO) has also identified the challenges of digital transformation in the sector

## Highlights for the Digital Transformation in the International Cocoa Organisation



Sector Digital Transformation

### ICCO fosters digital transformation adoption in the sector through the World Cocoa Conference



- Traceability over the supply chain.
- Technological advances and breakthroughs.
- Trends in mechanisation and digitalisation in farming.
  - Mobile banking
  - GPS
  - Drones
  - IoT



Internal and external knowledge hub



Data and statistics

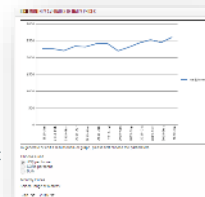
### ICCO has still work to do for improving its website and the access to data and information

#### ICCO has developed a simple and user-friendly website



- ICCO website provides a global vision of what they have on the main page while others present the latest news or key projects
- Difficult access to documents and reports
- They have the “About Cocoa” section that promotes the characteristics and benefits of the product

#### Data visualisation is complex and data are not always up to date



- They publish the daily prices of cocoa, but the data visualisation and the data provided are not very advanced
- Access to statistical reports is too difficult and in many occasions not up to date



# Best practices identified in other organisations in the vine and wine sector



## High-quality data and statistics



### International Wines and Spirits Record

IWSR is the leading source of data and intelligence of the alcoholic beverage market. It tracks consumption and trends by brand, price segment and category level, and quantifies the global market by volume and value in 157 countries.

#### Data gathering

Pool of analysts that travel the world to meet over 1,600 local professionals to identify market trends.

#### Data analysis and visualisation

insight into short- and long-term trends, including future forecasts through their interactive and global database.

The IWSR also uses any available published statistics (government, association, foreign trade statistics, press articles), and use data science techniques to generate the IWSR's forecasts.



## Innovative Applications



### National Wine and Grape Industry Centre (Australia)

#### WineOz SmartGrape Mobile App

Analyze images of grape bunches by giving an approximation of the berry size and color/hue. With this information, wine growers can track how the color and the size of their grapes have progressed over time.



#### Fit Vine Mobile App

Helps assess the quality of vines before planting them, avoiding planting sub-standard or diseased vines.

# The benchmark has made it possible to identify a set of best practices that could be followed by the OIV



## Position regarding Digital Transformation

- Most relevant organisations have a **strategy for digital transformation**.
  - Some are more focused on the **internal digital transformation** (UN).
  - Other are focused on **sectorial digital transformation** (OECD).
- Smaller IGOs have launched **projects and studies related to the topic** (International Coffee Organisation, International Olive Council).
- All IGOs in the benchmark **are well aware of the disruptive nature of digital transformation** in their sectors.



## Data Management

- Data and sector-specific information is the **main resource for all IGOs in the study**.
- Some **differentiate on the quality of the data and some also focus on improving the visualisation and the analysis** of the data.
- There is also a **trend of open data**, despite some IGOs are capitalising on their data. For instance International Coffee Organisation has an annual subscription service to documents and publications.



## Knowledge hub

- **Focus on the user** when designing and organising the website.
- **Structure of the information** and the documents has a big impact on the exploitation of the resources.
- **Working platforms in IGOs are growing in importance** and focusing on fostering collaboration. These platforms are under development in most organisations and have not yet fully consolidated.
- Some IGOs (UN, OECD) create **specific platforms for specific goals** or projects.



## Innovative practices

- There is a relevant trend towards developing **collaborative environments**, which foster synergies and build community around the IGO (Unite Ideas- UN, Olive Health Information System - International Olive Council, Plant Village – FAO).
- Other organisations and institutions in the wine sector are developing **innovative projects**:
  - Innovative **mobile apps for the wine and vine sector** (National Wine and Grape Industry Centre – Australia)

Internal approach: Where do we come from and where do we want to go?

# The assessment of the internal perspective of OIV's needs has been obtained from 1 to 1 interviews with key stakeholders and a digital conversation through Delibera

## Interviews

- Global understanding of the OIV context, functions and main requirements, from the perspective of its workers and experts



Assessment of current systems and digitalisation opportunities



Meeting with the key people in the OIV

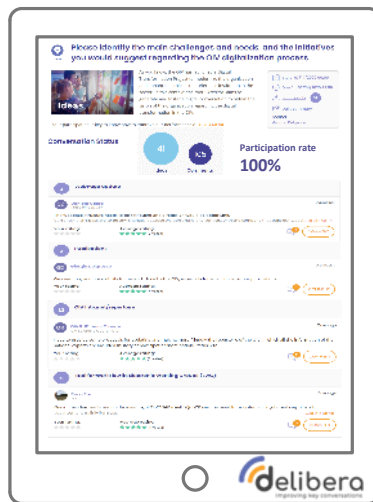
19  
Interviews

- **Secrétariat General** - Yann Juban
- **Service Statistiques** - Giorgio Delgrossi
- **Communication** - Solange Slack
- **Presse** - Daniela Costa
- **Coordination Scientifique et Technique** - Jean-Claude Ruf
- **Coordination Scientifique et Technique** - Tina Khutsishvili
- **IT** - Kim Shekman
- **Unité Viticulture** - Alejandro Fuentes
- **Unité Economie & droit** - Tatiana Svinartchuk
- **Unité Sécurité et Santé** - Barbara Iasiello
- **Unité Oenologie** - Guido Baldeschi
- **Unité Oenologie** - Tim Bernhard
- **Experts:**
  - Simona Lamorte
  - Glauco Bertoldo
  - Gergely Szolnoki
  - Benjamin Bois

## Delibera digital conversation

- Focused debate towards the OIV's digital transformation, obtaining a grounded perspective of their main needs and challenges

“Please identify the **main challenges and needs**, and the initiatives you would suggest regarding the OIV digitalisation process”



- 100% participation rate<sup>1</sup>
- 105 opinions and comments
- 41 digital conversations
- 20 ideas
- 2,5 comments per idea
- +13 average interventions per person
- 10 days
- 11 participants
- 4 shared documents

Internal approach: Where do we come from and where do we want to go?

# These conversations revealed OIV's desire to consolidate its role as an international benchmark by harnessing the full potential of their resources and capabilities

## Identified opportunities to increase the value proposition



### Role as an enabler of the sector's digital transformation

- Enhance OIV's support to inform and update the sector as regards digitisation and technology innovations



### Data Quality: collection and visualisation

- Improve data collection capabilities to focus on improving data quality and mining new data
- Enrich data visualisation and availability on the website



### Increase visibility of OIV's work

- OIV's efforts produce valuable resolutions and scientific documents. OIV needs to increase their visibility and impact by delivering them in a clear and user-friendly way



### Increase OIV's added value

- Improve service quality to Member States and the contributions to value to the vine and wine sector
- Foster cooperation with IGO's and companies to increase capacity, and avoid redundant work



### Streamline the internal operation

- Make the most of the internal capabilities and resources, optimising internal operations to focus on the added value activities



The OIV aims to **consolidate its role** as a global, scientific, technical and cultural **organisation of reference**

# The Digital Transformation Plan seeks to support the OIV in achieving its ambition of consolidating its role as a benchmark organisation in the vine and wine sector

## Digital Transformation Plan objectives

### Transforming today's actions

*Improve OIV's current activities and service to Member States*

- Develop OIV **data & information** management **capabilities**
- Optimise OIV's capacity and **efficiency** and simplify and streamline internal processes
- Amplify the impact of the OIV's **communications** by increasing their **visibility**

### Promoting digitisation in the sector

*Leading role in driving the adoption of digitisation*

- **Maximise** OIV's impact on the vine and wine sector by **promoting disruptive digital transformation** initiatives (applied to wine) among the Member States

### Shaping the actions of the future

*Devise new areas in which to develop OIV activities*

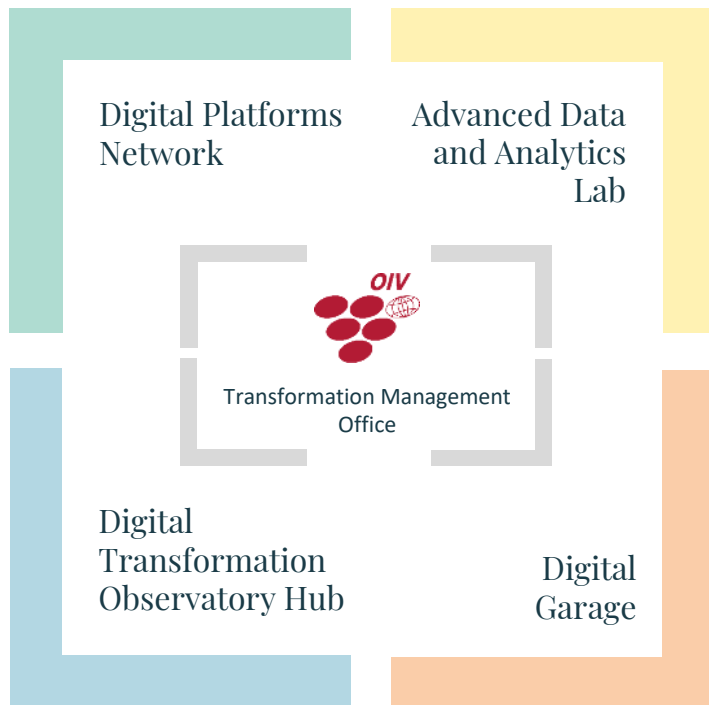
- Identify **new areas of influence** in order to **expand services** to Member States **and OIV's contribution** to the wine & vine sector
  - Explore new data fields to share additional information
  - Support Member States in embracing digital development
  - Enable tools and platforms to foster collaboration

# The Digital Transformation Plan has been designed to support the OIV in achieving the target of consolidating its role as a benchmark organisation in the vine and wine sector

## Axes of the OIV Digital Transformation Plan

**Connect** all the stakeholders in the vine and wine sector to **reach higher impact**, facilitating the **exchange of information** and ideas, and fostering collaboration

**Identifying trends and innovations** and assessing their application to the vine and wine value chain, and **promote and disseminate the adoption of the digital practices** in the vine and wine sector.



**Provide quality and timely data** regarding the vine and wine sector, becoming a global benchmark known for providing accurate data and the provision of tools and reports for its analysis

**Foster innovation**, devising new services and highly disruptive projects adding value to OIV's Member States, companies and other stakeholders in the vine and wine sector

# The set of interviews and Delibera have helped to provide very valuable insights on the needs and pain points of the OIV

## Testimonies regarding the digital transformation

### Digital Platforms Network

*"To give more visibility to the work done by the OIV the priority should be on the standards and resolutions"* (OIV staff on Delibera)

*"It must be easier for the experts to access the documents"* (OIV staff)

*"It is difficult to see what the OIV is doing, it is important to find a good balance between communication, news and provide information, guidelines standards on the website"* (OIV staff)

*"The Intranet should be simpler, enjoyable and reliable"* (Expert)

*"In order to become a real global reference in vitivincultural data we should foster our cooperation with other institutions to avoid duplication of work and increase our capacity."* (OIV staff on Delibera)

### Advanced Data and Analytics Lab

*"The way data are collected from the Member States is not state of the art, it should be more efficient"* (Expert)

*"The OIV should invest more in infographics and overall improved data visualisation."* (OIV staff on Delibera)

*"Today we are starting to work in the future of OIV: digital certificates"* (Expert)

*"A centralised label autorisation by Member States would allow the coexistence of the information of the other countries non-obligatory for the state of sale."* (OIV staff on Delibera)

### Digital Transformation Observatory Hub

*"The OIV can lead the digital transformation in the sector by promoting digitalisation initiatives between the Member States"* (OIV staff)

*"Wine competitions give a lot of visibility to the OIV and to this day voting on paper continues. We want to add analytics for both the competition and the Wine taster"* (OIV staff)

*"Our idea is to create a social media platform (website) where a big amount of laboratories can register, like a "facebook" for labs"* (OIV staff on Delibera)

### Digital Garage



## Digital platforms can increase OIV operational efficiency and reinforce its image as a leading organisation in the sector

### New website

*Epicenter of sectoral knowledge and resources*

Overhaul OIV's website providing valuable and accessible information

- Improved web analytics
- Redefine the user journey
- Easy and reliable access to information
- Graphics and reports representation

### Digital Workplace

*Foster experts contribution*

Enhance the work and communications flow between OIV Secretariat and Experts

- Implementation of a digital workplace collaboration tool
- Design a workflow applied to the OIV decision making process, allowing experts to work remotely
- Guarantee complete traceability of document changes as well as the directory and project evolution management/control

### Virtual meetings

*Seamless transition from physical to virtual meetings*

Promote and improve OIVs meetings through digital platforms

#### **Delibera**

Improve knowledge based on digital conversations and debates prior to OIV meetings

#### **Virtual meetings**

Carry out OIV meetings on a platform adapted to its needs (protocol, simultaneous translation...), and guarantee a great user experience

### Document codification and digitisation

*Digitisation of OIV's scientific and technical heritage*

Standardisation, codification and categorisation system for OIV's resources and resolutions

#### **Codification & Categorisation**

Develop discipline and standards to categorize documents

#### **Documents digitalisation**

Digitalisation of all historic paper documents and books to make them accessible to the experts or the general public





The evolution of the data analytical capabilities will allow the OIV to maintain its status as the go-to source of wine and vine data

## Data Service

*Data collection, normalisation and harmonisation*

Generate a **Database architecture** that optimises OIV's data collection and data normalisation processes, and which also supports the organisation in developing a standardised and scalable data architecture

## Data Visualisation

*User friendly and interactive data output*

Improve the OIV data value proposition, making the information available to the public and allowing the website users to **interact with the information in an intuitive and user-friendly way** (availability of **graphics** and **dashboards**)

## Data room

*Evolve the OIV new data architecture and capabilities*

**Improve the OIVs analytical resources and capabilities** refining their use and their treatment of data. This must be done from the quality and analytics perspectives to achieve a continuous improvement and greater autonomy

## EDI Protocols

*Electronic Data Interchange (EDI) protocols*

**Automate the information-exchange process** between the OIV Secretariat and Experts, eliminating manual processes and homogenising data through a B2B Electronic Data Interchange (EDI) solution



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

## Digital Transformation Observatory Hub

**Identifying trends and innovations** and assessing their application to the vine and wine value chain, and **promote and disseminate the adoption of the digital practices** in the vine and wine sector

### Partner's role TMO

- **Identification** of new initiatives
- **Structure** the information on the different initiatives developed (framework generation)
- Performance control over **deadlines**, milestones and project schedule
- **Monitor and follow-up** of the initiatives according to the defined governance model
- **Expert's advice** : advice and guidance from technology experts in different fields of action

## Potential initiatives

### 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; record the necessary data to guarantee and certify the product's background (location, management of the vineyards, time and weather of the harvest, grape varieties, detailed information on the barrels used in aging...)

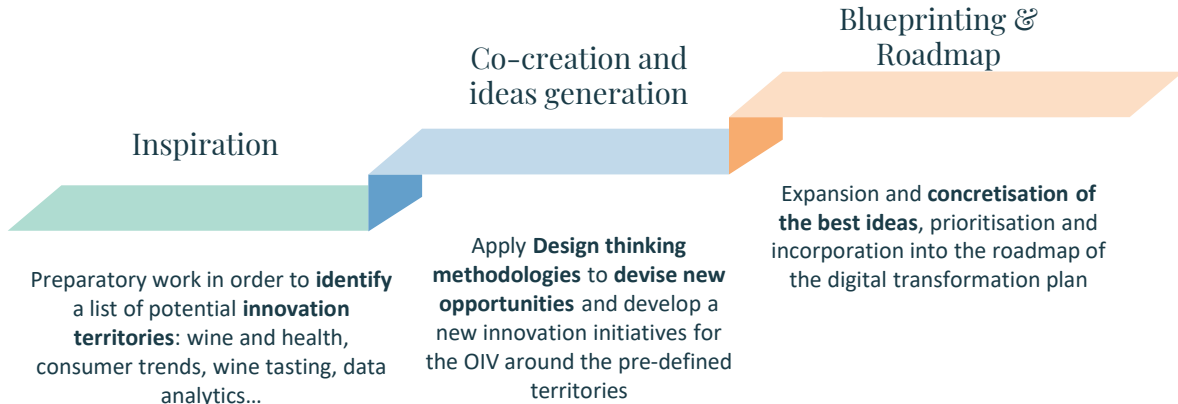


# The Digital Garage focuses on identifying and developing new digital opportunities to support the OIV's value proposal

## Digital Garage

Examples of potential initiatives

To **apply innovation methodologies** in order to **evolve the services of the OIV**.  
Identify and develop innovative ideas to **bring greater value** to the vine and wine sector



### Potential initiatives

#### Wine competition community

**Digitalize wine competitions** sponsored by OIV to provide a new range of services: digital voting process, **collect & analyse data** to identify consumption trends or voting patterns or create a **wine-tasters network & database**

#### OIV Labwork community

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

# The creation of a Transformation Management Office (TMO) is planned to ensure the successful implementation of the Digital Transformation Plan

The **main objective** of the TMO will be to facilitate the coordination and **management of projects, enabling change** in the organisation while taking into account the **expectations of stakeholders** (experts, OIV secretariat, member states delegates...)

The constitution of the TMO will allow the execution of the projects to:

- Be **aligned with the strategic objectives** of the OIV,
- Guarantee **harmonized progress** in all areas,
- Establish an **homogeneous governance** model, **reporting and follow-up** methodology,
- Coordinating the **availability of the business teams** involved so that it can be
- **Guarantee** that all the **milestones** comply with the requirements of acceptance, quality and auditing demanded by the standards of OIV



**Streamlining and standardisation**  
Methodologies, documentation related to the project...



**Monitoring and follow-up**  
Deadlines, milestones, costs and deliverables



**Governance model**  
Follow-up meetings, roles involved, frequency...



**Communication strategy**  
Target audience, dates, channels to enhance the change and engagement

# The main benefits expected from the Digital Transformation Plan

The main benefits expected are:

## Data as an important asset of the OIV

Increase and improve **data collection and analysis** processes to gain sectorial knowledge

## Improve the OIV's image

Position the OIV as a leader for digital transformation in the **vine and wine sector**

## Increase the OIV's added value

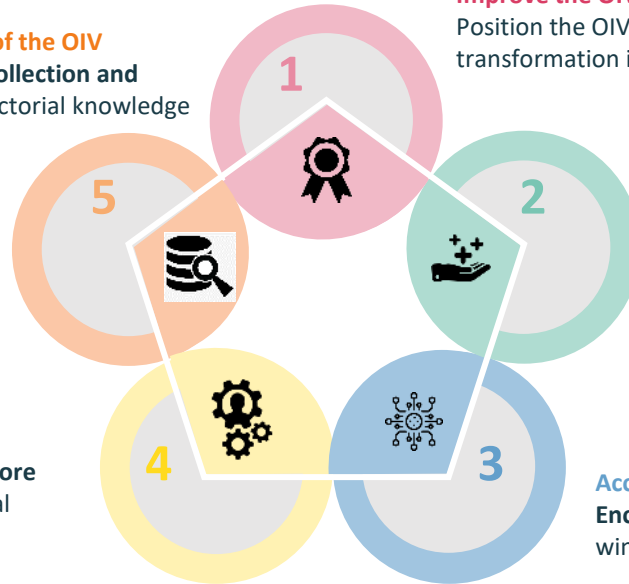
Offer a **better service** to the OIV's Member States and the vine and wine sector in general

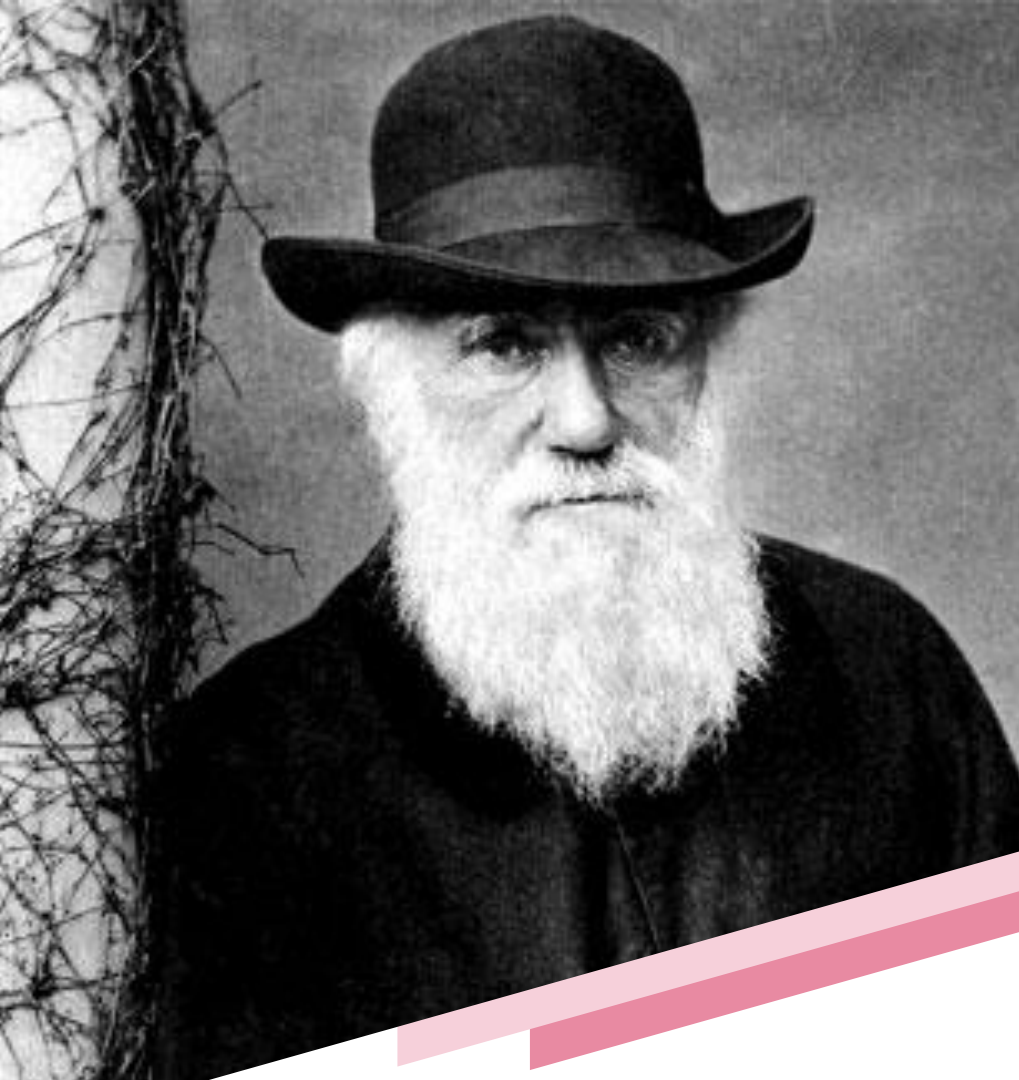
## Rise internal productivity:

Develop the OIV's systems to increase productivity, "**doing more with less**" and to reduce manual tasks

## Accelerate vine and wine sector digitisation

**Encourage digital implementation** in the vine and wine sector throughout the whole value chain





# How should the OIV face the future?

“It is not the strongest of the species that survives, nor the most intelligent, but rather the one most adaptable to change.”

Charles Darwin, 1809

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# Thank you!

Avda. de Bruselas 35  
28108 Alcobendas,  
Madrid España

T +34 91 480 50 00  
F +34 91 480 50 80  
[www.minsait.com](http://www.minsait.com)