



## SCOPE | MEETING REPORT

# Stakeholders Contribution on OIV Priorities and Engagement (SCOPE) Forum

20-21 October 2025, Dijon, France



## SCOPE EXECUTIVE SUMMARY

*The inaugural OIV Stakeholders Contribution on OIV Priorities and Engagement (SCOPE) Forum was held on 20–21 October 2025 in Dijon, France. The Forum brought together 150 participants from 36 nationalities, including OIV members and experts, representatives of governments, international organisations and the private sector.*

The initiative was launched as part of the OIV Strategic Plan 2025–2029 to strengthen dialogue and engagement with stakeholders across the global vine and wine sector. The event received positive feedback and support for continuing this initiative, recognising its value in clarifying sectoral challenges and reinforcing the OIV's role as a global scientific and technical reference.

The plenary session highlighted an increasingly complex global context, marked by economic uncertainty, climate change, rising trade barriers and regulatory fragmentation, while underlining the importance of multilateral cooperation, international standards and innovation. Three thematic working sessions focused on sustainability, trade and cultural heritage.

The **Sustainability** working session highlighted the need for greater international consistency and coordination in sustainability programmes and indicators, and identified the OIV as the key body to provide a common reference framework and facilitate cooperation among stakeholders using its evidence-based sustainability principles. The importance of ensuring that medium and small enterprises are not excluded through cost and complexity was highlighted, as was the necessity and difficulty of meaningfully including economic and social aspects.

The **Trade** working session emphasised the growing impact of non-tariff measures, divergent labelling and sustainability requirements. Participants emphasised the importance of the OIV's role in promoting regulatory harmonisation, supporting cooperation with the WTO and other international bodies, and strengthening the collection and dissemination of statistical information and regulatory and trade-related decision-making.

The **Culture** working session reinforced the deep interest in recognising the value of vine and wine as both tangible and intangible heritage. The development of the OIV's works in this area was well supported, particularly development of common definitions and methodologies as well as promoting international cooperation. Ideas such as an international Charter of Vine and Wine Cultural Heritage and UNESCO recognition for vine and wine culture as intangible human patrimony were suggested for further consideration.

# SCOPE PROCEEDINGS REPORT

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## I – WHY SCOPE?

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SCOPE is a new OIV initiative designed to connect stakeholders at all levels and promote dialogue within the OIV's mandate as the global reference for vine and wine. It emerged from the OIV Strategic Plan 2025-2029, which identified the need for sectoral stakeholders to engage more deeply with the OIV on the key challenges and opportunities facing the vine and wine sector.

Against the background of multiple challenges facing the vine and wine sector – climate change, shifting consumer preferences and heightened uncertainty in the global geopolitical and trading environment – the aim of SCOPE is to build connections between members, experts, international organisations and private sector stakeholders and to engage constructively across these different levels, with the aim of identifying priorities and actions that can give momentum to the future work of the OIV.

The inaugural SCOPE Forum focused on three topics that are of the highest importance for the vine and wine sector: sustainability, trade and culture. Through high-level speakers and thematic working sessions, SCOPE provided an opportunity to:

- share a range of perspectives from different stakeholders and identify key challenges and opportunities,
- encourage stakeholders to offer collaborative ideas and solutions,
- explore where the OIV can play a role within the framework of its mandate as a global scientific and technical reference body.

## II- PLENARY SESSION

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The plenary session set the scene for SCOPE with high-level speakers representing international intergovernmental and non-governmental organisations and academia outlining their perspectives on the global operating environment for the vine and wine sector and the themes of sustainability, trade and culture.

**OIV President Yvette van der Merwe** opened the Forum, saying:

*“This event marks an important moment for the OIV, one that strengthens our connection with the broader vine and wine community and ensures that our work remains grounded in both science and the realities faced by producers, researchers, vine and wine industry experts, and all stakeholders globally.*

*It is a moment to pause, reflect, and consider how we can collaborate more effectively, share knowledge more openly, and respond to the challenges and opportunities facing our sector.”*

**OIV Director General John Barker** outlined the objectives of SCOPE and their alignment with the OIV's missions:

*The OIV is the global reference for the vine and wine sector – founded 101 years ago on the principle that science and cooperation are the strongest basis for defending and promoting the common interests shared by all countries of the grapevine.*

*Our objectives are: to develop and share information; to promote international cooperation; and to contribute to the harmonisation of standards and practices within a framework of science and cooperation.*

*The OIV stands at the intersection of many shared interests and synergies...through SCOPE we want to take the opportunity to step back and have a high level discussion, a strategic discussion, on the headline topics in our Strategic Plan.*

**OECD Secretary General Mathias Cormann** highlighted the current resilience but weakening outlook of the global economy and its implications for the wine sector. He recalled that wine is a highly globalised product, with nearly 45% of world consumption relying on imports. However, rising trade barriers, policy uncertainty, and climate-related production shocks threaten this openness. Cormann emphasized the importance of preserving rules-based trade, improving regulatory interoperability, and increasing investment in innovation and climate-resilient viticulture. The OECD's action to harmonise the implementation of standards for fresh produce, including grapes, was cited as a factor facilitating international trade.

**WTO Deputy Director General Jean-Marie Paugam** outlined the difficulties the multilateral trade system is facing, intensified by recent tariff escalations. These measures are expected to limit global trade growth to 0.5% in 2026, compared with an initial projection of 1.5%. However, he emphasised the permanence and strength of international cooperation, with the vast majority of countries continuing to apply WTO rules. This cooperation is essential to prevent the fragmentation of international rules which create obstacles to trade.

**Professor of Comparative African Studies at the University of Edinburgh, Paul Nugent** outlined the global transmission of the cultural heritage of vine and wine, both as tangible and intangible heritage, and its impacts both positive and negative. He highlighted the richness of European wine heritages, as well as the fact that emerging wine regions illustrate new forms of heritage linking culture, biodiversity, and climate adaptation. Professor Nugent suggested that the OIV could play a role in promoting a global recognition of wine heritage that goes beyond local sites and reflects the worldwide cultural and historical significance of viticulture.

**ISO Committee on Food Products Secretary Sandrine Espeillac** outlined the role of international standards in supporting sustainability and regulatory coherence across sectors, including wine. She emphasised ISO's commitment to helping countries transition toward a circular economy, to strengthening inclusivity, and to integrating climate science into all new and revised standards. Key tools include ISO norms on environmental management (ISO 14001), life-cycle analysis, carbon and water footprints, and social responsibility (ISO 26000). She underlined the importance of interoperability between ISO standards and those of other international bodies, positioning standardisation as a crucial lever for the wine sector's sustainability and global competitiveness.

**FIVS Chief Executive Julie Hesketh-Laird** outlined the vine and wine sector's major challenges—declining consumption, economic pressures, climate-driven disruptions, and increasing trade barriers—and highlighting opportunities as innovation and diversification (low- and no-alcohol products), new export markets, greater recognition of economic, social and cultural value of the wine, consistent application of OIV resolutions. Mrs Hesketh-Laird also highlighted the need for more in-depth trend analysis, recognition of the economic, social and cultural contribution of wine, sustained investment in research and greater consistency in the implementation of OIV resolutions. She called for strengthened dialogue between governments, OIV and the private sector, notably through the regular organisation of SCOPE meetings.

### **III-WORKING SESSIONS**

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#### **1. Sustainability– The Challenge of Harmonisation**

Sustainability is essential to the future of the vine and wine sector. Producers, researchers and public authorities are deeply engaged in this topic. One of the key challenges is to ensure alignment among stakeholders' approaches and to avoid unnecessary restrictions or costs arising from divergent systems.

This session aimed to foster dialogue among key stakeholders and identify synergies and alignment with OIV work.



## Panel Composition

### Moderator

António Graça – Head of Research and Development, Sogrape; Vice-President of the OIV Expert Group “Sustainable Development and Climate Change”

### Rapporteur

Sarah Wilson – General Manager Advocacy and General Counsel, New Zealand Winegrowers; Vice-President of the OIV Commission “Economy and Law”

### Panelists

- Patricio Parra – Managing Director, R&D Consortium, Wines of Chile; Special Secretary of the OIV Expert Group “Sustainable Development and Climate Change”
- Peter Stanbury – Research Director, Sustainable Wine Roundtable
- Linda Johansson – Sustainability Manager, Systembolaget
- Mihail Dumitru – European Commission, Deputy Director General, DG AGRI

## Key conclusions

- In response to growing environmental, social and economic challenges, sustainability certification schemes are becoming increasingly widespread and have now become an essential reality for stakeholders across the wine sector.
- A sustainable approach can only succeed if the environmental, economic and social dimensions are balanced. The social and economic pillars have not historically had the same level of focus as the environmental pillar. These are seen as more complex and challenging in practice. The economic viability of wine enterprises was emphasised as a key element of sustainability.

- The proliferation of sustainability certification can generate confusion among consumers, whose level of understanding remains limited, despite a growing sensitivity to sustainability-related issues. It also creates confusion, cost and potential trade barriers for producers who have to navigate multiple systems.
- There is an urgent need for international coordination and alignment of sustainability requirements to simplify and make them accessible and comparable for producers and consumers. However, every winegrowing country will have different structures and points of emphasis for sustainability. A 'one-size-fits-all' approach will not work even if there are many common elements between certifications.
- It is important to acknowledge the extensive scientific and technical work already undertaken, notably by the OIV, other international organisations, and private-sector actors, including retailers.
- Certification schemes must fulfil a dual objective: they must be sufficiently credible to meet the expectations of regulators, distributors and consumers, while remaining inclusive for producers, including small-scale operators.
- Alignment of high-level requirements based on: balanced consideration of economic, social and environmental aspects, establishing credible yet inclusive certification programmes, and continually promoting improvement by periodic revision, provides a sound basis for agreeing universally shared principles of sustainability.
- The OIV provides a pre-existing intergovernmental framework for coordination and alignment of sustainability requirements across countries and programmes based on its sustainability principles and guidelines. Stakeholders called upon the OIV to provide international coordination to support and structure sustainability initiatives.
- There is a clear willingness from stakeholders to work with the OIV to build on these areas of alignment, to move forward and ensure that the challenges of balancing costs, processes, outcomes and impacts are balanced appropriately.
- There is real urgency to this subject – the 2030 targets for the SDGs are not far away. Everyone involved in this area, regardless of where they sit in the supply chain, should treat sustainability with the prioritisation that it deserves.

## 2. Trade– The Lifeblood of the Sector

Trade is the lifeblood of the vine and wine sector, with nearly one in every two bottles of wine consumed outside the country of origin. The global trade environment is increasingly challenged by geopolitical uncertainty and conflicts.

The aims of this session are to share perspectives on the key trade challenges facing the vine and wine sector and to identify specific topics of high interest for stakeholders that could be progressed within the OIV's mandate as an intergovernmental scientific and technical reference organisation.



### Panel Composition

#### Moderator

Cecilia Risolo : Minister Counsellor | Permanent Mission of the Argentine Republic to the International Organisations in Geneva.

#### Rapporteur

Damien Griffante: Director, Strategy & International Affairs | Australian Grape & Wine | Vice-President of the OIV Expert Group "Law and Consumer Information".

#### Panellists

- Marzia Varvaglione : President | CEEV Comité Européen des Entreprises Vins
- Miles Beale : Chief Executive | Wine and Spirit Trade Association UK
- Beatriz Stevens: Chair of the TBT Committee of WTO | Senior Trade Policy Attaché | UK Mission to the UN and WTO, Geneva
- Bennett Caplan : Board of Directors of AIDV (International Wine Law Association).

## Key conclusions

- The session highlighted the decisive importance of international trade for the wine sector at a time when it is facing profound economic, geopolitical and regulatory uncertainties. The current global context, marked by the lasting impact of the pandemic, international conflicts, rising tariffs and the proliferation of restrictive measures, has deeply affected wine trade.
- The international wine trade is now evolving in an environment characterised by high volatility, increasing fragmentation of rules and persistent tensions in supply chains. Once a driver of steady growth, the wine trade is now confronted with both structural and cyclical challenges that significantly complicate its development.
- A central theme of the discussion focused on the proliferation of non-tariff measures (NTMs) and the lack of regulatory harmonisation at the global level. The growing complexity of technical, labelling and certification requirements, which differ significantly from one jurisdiction to another, is making the situation increasingly uncertain.
- This fragmentation creates uncertainty for operators, increases compliance costs, and can represent a real barrier to market access, particularly for small and medium-sized enterprises, which have limited resources to manage this administrative burden.
- New requirements, especially regarding labelling and sustainability, should, according to the discussion, be addressed from a more harmonised perspective. Operators are calling for clearer, more coherent, and internationally applicable rules in order to reduce the costs associated with the multiplicity of national standards.
- Environmental and sustainability certifications provide a striking example. Their proliferation and lack of consistency exacerbate difficulties for exporters. This is the case even in contexts that are traditionally harmonised, such as the European Union, or previously the United Kingdom. In this context, harmonisation of sustainability certifications is strongly advocated to facilitate trade and reduce unnecessary barriers to trade.
- New questions are also emerging at the interface between wine and health. Significant divergences are further observed between countries in terms of labelling standards, certification systems, enforcement of geographical indications (GIs), sales restrictions, and packaging rules.
- Trade performance is stagnating or declining in several regions, while flows are becoming more irregular. This is particularly the case in regions where a large share of wine production depends directly on exports. The loss of market share observed in certain key countries, notably the United States, Russia, and several Asian markets, highlights the fragility of this dynamic.
- Exploring new markets has been identified as necessary; however, development prospects remain uneven, as illustrated by the Indian market, where growth continues to be slow despite its theoretical potential.

- The international rules-based system embodied by the WTO is experiencing difficulties and challenges, which have been building for many years. However, the core work of managing technical barriers to trade continues to be an essential function for the global trading system in the interest of all member countries and traders.
- The Committee on Technical Barriers to Trade remains an essential forum for preventing, managing and resolving technical barriers to trade, through its regulatory transparency tools and requirements and the opportunity to raise concerns and promote technical dialogue among Members. There could be an opportunity for OIV to offer input on its works in this context.
- The discussions converged towards a shared diagnosis: international wine trade today is facing a proliferation of regulatory obligations, increasing fragmentation of standards, and structural market transformations that require rapid adaptation.
- Speakers emphasised the need to move away from “business as usual” in order to support a rapidly changing trade environment. Regulatory innovation (simplification, digitalisation, reduction of formalities) is an essential pathway to facilitate trade. Enhanced engagement with emerging markets is crucial to diversify future trade opportunities. The panel highlighted the necessity of intensifying cooperation between States, international organisations, and private stakeholders to preserve an open, efficient, and sustainable trading system.
- The OIV has a valuable role to play in promoting international harmonisation and cooperation and providing information to navigate an increasingly complex environment. The OIV’s role in developing science-based standards to provide certainty, predictability and coherence to international wine regulatory frameworks was encouraged. Harmonisation of production, certification and sustainability rules constitutes a priority lever to reduce technical barriers to trade and simplify market access.
- The OIV is well placed to facilitate factual and coordinated dialogue, supporting regulatory convergence on a scientific basis. The OIV provides a unique platform for pre-competitive cooperation, bringing together governments, experts and industry stakeholders to support the development of regulations adapted to the wine sector. The OIV can facilitate better alignment with OIV standards at international level by strengthening cooperation with relevant international bodies.
- The OIV’s collection, analysis and dissemination of reliable scientific and statistical data are valuable to inform regulatory and trade-related decision-making. The OIV can be an information hub on non-tariff measures to promote regulatory transparency and coherence.

### 3. Culture – A Global Asset for Vine and Wine

The grapevine has been cultivated by humans for as long as 10,000 years and it continues to find new geographies and new expressions.

The cultural heritage that accompanies the grapevine and its products is an important asset. This session focused on identifying the core elements of this asset and exploring how the OIV can support its validation at the international intergovernmental level.



#### Panel Composition

##### **Moderator**

Paul Nugent – Professor of Comparative African History at the University of Edinburgh

##### **Rapporteur**

Marion Demossier – Professor of Social Anthropology at the University of Southampton, Director of TNS Centre for Transnational Studies; OIV CST ‘Qualified Person’.

##### **Panellists**

- Michèle Prats – World Heritage Expert, International Council on Monuments and Sites
- Véronique Lemoine, Scientific Advisor and Curator for the “Fondation pour la Culture et les Civilisations du vin »
- Steve Charters, Professor of Wine Marketing at the Burgundy School of Business
- Rodrigo de Casas: President of the OIV Expert Group on Culture, Education & Heritage

## Key conclusions

- The panel emphasised that wine is far more than an agricultural or commercial product. The history of viticulture is part of the history of humanity and could be traced as a story of global migration of vine and wine, from ancient origins to diffusion across continents. Archaeological discoveries have shown the high symbolic value of the vine and wine in ancient times as an integral part of funerary or religious rites.
- Both tangible and intangible heritages have evolved around vine and wine. Tangible aspects include vineyards, cellars, architectural heritage, expertise, science and art. Equally important while less visible are the intangible elements: beliefs, rituals, norms of behaviour, symbolic meanings, and the ways societies experience wine. The convivial nature of wine (power to create connections) is a crucial part of this heritage. Wine remains a vehicle for community dynamics and social identity, both collective and individual.
- At the same time, the panel acknowledged that vine and wine culture is evolving. Changing lifestyles, and health concerns mean that some traditional meanings are fading. However, new symbolic images are emerging—for instance, associations with purity, transparency, and environmental values. Understanding these shifting meanings is seen as vital for keeping wine culturally relevant.
- On the question of the value of the viti-vinicultural heritage, the discussions highlighted that new consumer culture and scientific developments are changing the meaning of “heritage.” As a result, our understanding of heritage must evolve to encompass new realities such as environmental concerns but also social and individual dimensions. According to the panellists, there is a need for a new narrative that emphasizes the intrinsic connection between viticulture and nature. Nature is a way to engage the public.
- Another aspect of the heritage dimension of vineyards and wine that was discussed concerns the emotional relationship between producers and the land. Wine-growing communities see their work not merely as agricultural production but as a vocation embedded in place, memory, and shared values. Heritage in this context also becomes future-oriented: the goal is to safeguard meaning, identity, and tradition while adapting to environmental and social change.
- Education was identified as central to sustaining wine heritage. The panel argued that the public, especially young generations, must understand vine and wine as a cultural language linking environment, history, craftsmanship, and community. The profound link between Nature and Viticulture has to be explained.

- Institutional recognition emerged as a key tool for valuing and protecting vitivinicultural heritage. The panel called for OIV to play a key role in coordinating understanding and the recognition of vine and wine cultural heritage. Participants considered that the OIV should work closely with member countries and UNESCO is progressing its work.
- The development of relevant definitions of vine and wine heritage and methodologies for identifying cultural assets in the vine and wine sector and an inventory of cultural assets were considered to be priority actions.
- The possibility of developing an international charter of vine and wine heritage was proposed. The long-term objective of seeking UNESCO recognition of vine and wine culture as intangible human patrimony was also suggested.

## IV – FEEDBACK

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The SCOPE Forum was considered by participants to be a highly successful initiative. Survey feedback after the event rated the Forum overall 4.3 out of 5. More than 70% of respondents considered their expectations were fully met, and 100% considered their expectations fully or partially met. The most highly appreciated session in the survey feedback was the Sustainability Working Session, showing the very strong interest in progressing this subject and the expectations on the OIV to support and coordination and alignment.

The opportunity to engage constructively with the OIV was viewed very positively. Many respondents called for the SCOPE initiative to be renewed on a regular basis and suggestions were made for improvement of the format. Survey feedback also highlighted the strong demand of stakeholders for the OIV to develop concrete actions on the subjects under discussion.

## V – NEXT STEPS

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Overall, the conclusions of the SCOPE Forum are well-aligned with the strategic priorities of the OIV. While SCOPE does not make decisions for the OIV, it provides valuable perspectives and proposals to inform the OIV's future work programme.

Recognising the demand for concrete actions, the conclusions of the SCOPE Forum are translated into a set of proposals for consideration by the OIV Scientific and Technical Committee and Executive Committee.

### *Sustainability*

1. Take the perspectives of the Sustainability Working Session into account in developing the work of the SUSTAIN Expert Group, and specifically the updating of the OIV Guide for the implementation of principles of sustainable vitiviniculture (Resolution OIV-CST 641-2020).
2. Recognise that the existing OIV resolutions on sustainability represent an existing international, science-based and dynamic set of principles that can be used as a framework for recognition or alignment of diverse sustainability programmes while maintaining national and regional specificities.
3. Ask OIV Member States to consider how the OIV can play a greater role in coordinating and aligning sustainability certification based on OIV principles and guidelines.
4. Raise awareness among stakeholders of the scientific and technical work already carried out by the OIV, with a view to consolidating its role as the international reference body for the harmonisation of approaches, standards and sustainability frameworks in the wine sector.
5. Strengthen cooperation with Member States and relevant intergovernmental organisations across all sustainability-related areas in order to promote OIV standards and ensure consistency, credibility and effectiveness at the global level.

### *Trade*

6. Take the perspectives of the Trade Working Session into account in developing the work of the ECOMAR and STATCO Expert Groups, noting stakeholders' strong demand to better integrate strategic and economic analysis into OIV work, in view of market volatility, structural changes in consumption and increasing economic pressures on the vine and wine sector.
7. Take the perspectives of the Trade Working Session into account in developing the work of the TRADE Expert Group, in particular by acting as an information hub and standards promoter through information sharing and technical reports on non-tariff measures to support regulatory, trade-related and policy decision-making.

8. Explore opportunities for the OIV to provide input to the WTO relating to the OIV's body of consensus-based resolutions, including in relation to non-tariff and sustainability-related measures.
9. Engage with the World Customs Organization on the Harmonized System in order to improve the clarity, consistency and relevance of customs classifications for vine and wine products, including with regard to dealcoholised wine classification.

## *Culture*

10. Take the perspectives of the Culture Working Session into account in developing the work of the CEP Expert Group, in particular the need to develop a definition of vine and wine heritage and cultural attributes, methodologies to identify these attributes, as well as the need to reinforce the work of this group with experts across disciplines and geographies.
11. Explore the possibility of the OIV establishing an international charter of vine and wine cultural heritage.
12. Explore the possibility of seeking UNESCO recognition of vine and wine culture as intangible human patrimony.
13. Engage with UNESCO to ensure coherent and aligned approaches to cultural heritage in the vine and wine sector.

## *General*

14. Host a second edition of the SCOPE Forum in 2027, with venue and themes to be confirmed.
15. Develop a plan of action to build upon the conclusions of the first SCOPE Forum, integrating the rich insights gathered on the sustainability, cultural and trade dimensions of the vine and wine sector.