



INTERNATIONAL ORGANISATION OF VINE AND WINE

OIV STRATEGIC PLAN 2025-2029

INTRODUCTION

This Strategic Plan sets the direction for the OIV for the 5-year period from 1 January 2025 to 31 December 2029. It will be used to prioritise the OIV's works and structure the OIV's activities during that period.

The Strategic Plan is set out in 3 parts:

Part I – The OIV

This part is about the identity of the OIV. It establishes the Vision, Mission, Operating Principles and Values of the OIV based on the OIV Agreement of 2001.

Part II – Scientific and Technical Priorities

This part sets out the strategic priorities for the scientific and technical works of the OIV. This is the framework within which the work programme of the OIV for the next 5 years will be developed.

Part III – Organisational Plan

This part sets out how the OIV will evolve its organisational structures, working processes and Secretariat activities in order to deliver on the Strategic Priorities.

PART I – THE OIV

VISION

The strategic vision for the OIV is to be:

The global reference for vine and wine

This vision simply and clearly expresses the aim of the OIV to be the authoritative international reference body within its field of competence. The OIV's mandate is scientific and technical. Its works draw upon the physical and biological sciences as well as social sciences, law and economics. Across all of its works, the OIV seeks to establish common points of reference, agreed by all member states, to support the development of the vine and wine sector.

MISSION

The mission of the OIV is set out in Article 2.1 of the OIV Agreement. It comprises 3 objectives:

Information: to inform its members of measures whereby the concerns of producers, consumers and other players in the vine and wine products sector may be taken into consideration

Cooperation: to assist other international organisations, both intergovernmental and nongovernmental, especially those which carry out standardisation activities

Harmonisation: to contribute to international harmonisation of existing practices and standards and, as necessary, to the preparation of new international standards in order to improve the conditions for producing and marketing vine and wine products, and to help ensure that the interests of consumers are taken into account

OPERATING PRINCIPLES

The OIV is an international intergovernmental organisation with a scientific and technical mandate. It operates on the basis of the following principles:

Representative: the OIV represents and acts in the best interests of all members across all categories of vitivincultural products and takes into account the different conditions that prevail in different member countries.

Science-based: the OIV's works are relevant, objective and based on scientific and technical excellence.

Consensus-based: the OIV promotes cooperative approaches and bases its decisions on consensus.

Best practice governance: the OIV is accountable, transparent and promotes best practice for an international intergovernmental organisation.

Added value: the OIV prioritises works where it can make a unique and valuable contribution to members and the sector.

VALUES

The OIV applies the following values when carrying out its works:

Integrity: the OIV always acts with integrity.

Inclusivity & diversity: the OIV recognises and welcomes the diversity of the vitivinicultural sector around the world.

Sustainability: the OIV supports and promotes environmental, economic and social sustainability, endorsing and supporting the UN Sustainable Development Goals.

PART II – SCIENTIFIC AND TECHNICAL PRIORITIES

The OIV structures its scientific and technical works around the following 6 priorities, providing global and science-based leadership on the key issues facing the sector.

1. Coordinate approaches to sustainability
2. Promote resilient and sustainable viticulture
3. Adapt oenology & production processes to the future
4. Support all vitivincultural products
5. Simplify international trade
6. Contribute to consumer safety and inform perspectives on vine, wine and society

Each of these Scientific and Technical priorities is of equal weight for the OIV, and the numbering does not imply a relative hierarchisation between the priorities.

1. *Coordinate approaches to sustainability*

The OIV promotes a coordinated approach to sustainability across the vine and wine sector, proposing common definitions and benchmarks, gathering and sharing information and best practices, and ensuring that the sector's commitment to sustainability is recognised at the international level. Within this priority, the key focus areas are:

1.1. *Understand the global 'state of the art' on sustainability*

- 1.1.1. survey existing vine and wine sustainability initiatives, programmes and measures in member and non-member countries to understand the current state of sustainability across the sector
- 1.1.2. monitor ongoing developments and trends in sustainability in the vine and wine sector

1.2. *Promote shared approaches to sustainability*

- 1.2.1. establish objectives, benchmarks and common terminology to ensure that the sustainability of the sector can progress from positions of shared understanding
- 1.2.2. encourage mutual recognition or acceptance between sustainability initiatives, programmes and measures, based on OIV works

1.3. *Support environmental sustainability*

- 1.3.1. identify best practices, develop tools and information and share knowledge on environmental aspects of sustainability across the production chain giving priority to:
 - a. biodiversity

- b. water use
- c. energy use and generation
- d. soil health and soil CO₂ emission
- e. management or re-use of waste and residues
- f. biotechnologies
- g. 'green' chemistry

1.4. Support social sustainability

- 1.4.1. develop tools and information to better understand the positive and negative social impacts of vitivincultural activities
- 1.4.2. identify best practices, develop tools and information and share knowledge on social sustainability across the production chain giving priority to:
 - a. diversity and inclusiveness
 - b. moderate and low-risk consumption
 - c. labour practices and work conditions

1.5. Support economic sustainability

- 1.5.1. develop tools and information to better understand the economic aspects of the sustainability of the vine and wine sector, with a focus on:
 - a. the economic contribution of vitivincultural activities to regional and national economies
 - b. the cost of and returns to grape growers and producers of vitivincultural beverages, particularly small and medium-sized enterprises
 - c. vine and wine tourism as a sustainable pathway to enterprise viability and local economic development

2. Promote resilient and sustainable viticulture

The OIV promotes and supports viticulture that is both safe for producers and consumers as well as being resilient and sustainable in the face of the multiple challenges posed by climate change and the need to respond to shifting market demand. Within this priority, the key focus areas are:

2.1. Innovative responses to climate change in viticulture:

- 2.1.1. support measurement and monitoring of the impacts of climate change on viticulture
- 2.1.2. promote innovative and sustainable vineyard practices, approaches and technologies to mitigate and adapt to the evolution of seasonal weather patterns

2.1.3. promote innovative and sustainable vineyard practices, approaches and technologies to mitigate and adapt to the impacts of extreme weather, in particular:

- a. aridity, drought and fire
- b. heavy rains and flooding
- c. frost and hail

2.2. Protect grapevines against significant pest and disease threats:

2.2.1. identify and evaluate pests and diseases presenting a significant threat to viticulture, whether globally or at a country level

2.2.2. promote innovative and sustainable vineyard practices, approaches and technologies (both old and new) to minimise the spread and impact of significant and emerging pests and disease threats

2.2.3. encourage collaborative approaches on biosecurity measures to minimise the spread of significant pest and disease threats

2.2.4. develop understanding of safe, effective and sustainable use of agrichemicals and evaluation of alternative grapevine protection products and technologies

2.3. Preserve and develop grapevine genetic heritage:

2.3.1. develop consistent and reliable data on grapevine varieties for use in the production of vitivincultural products worldwide

2.3.2. maintain up-to-date guidance on the identification of grapevine varieties

2.3.3. support the preservation and understanding of heritage varieties as sustainable options for adaptation to climate change, meeting market demand, and management of pests and diseases

2.3.4. support the recognition of varietal diversity and old vines as technical and cultural assets for the vitivincultural sector

2.3.5. evaluate resistant varieties and new breeding technologies as sustainable options for adaptation to climate change, meeting market demand, and management of pests and diseases

3. Adapt oenology & production processes to the future

The OIV promotes and supports oenology and production processes for vitivincultural beverages that are both safe for consumers and producers as well as being resilient and sustainable in the face of the multiple challenges posed by climate change and the need to respond to shifting market demand, while respecting the quality of vitivincultural products. Within this priority, the key focus areas are:

3.1. Support innovation and adaptation in oenology

- 3.1.1. develop recommendations on inputs, practices and processes used in the production of vitivincultural beverages from the receipt of grapes through to packaging, with the following priorities:
- a. protection of health and safety for producers and consumers
 - b. technological/quality improvement on existing state of the art
 - c. improved sustainability / reduced environmental impact
 - d. adaptation to climate change
 - e. adaptation to market demand

3.2. Support the authenticity and consistency of vitivincultural products

- 3.2.1. develop recommendations on methods of analysis and interpretation of analytical data, with the following priorities:
- a. protection of health and safety for laboratories and consumers
 - b. improved sustainability / reduced environmental impact
 - c. technological/quality improvement on existing state of the art
 - d. consistency in laboratory practices and methodologies

3.3. Facilitate new production technologies and products

- 3.3.1. identify, assess and develop recommendations on innovative and sustainable technologies in production of vitivincultural products
- 3.3.2. identify, assess and develop recommendations on innovative and sustainable uses of vitivincultural by-products
- 3.3.3. identify and evaluate innovative products based on wine

4. Support all vitivincultural products

The OIV promotes and supports non-alcoholic products (table grapes, raisins, grape juices and other non-alcoholic beverages and by-products), wine-based and spirituous beverages across all OIV works. Within this priority, the key focus areas are:

4.1. Ensure consistent coverage of OIV works for table grapes, dried grapes, grape juices and grape nectars

- 4.1.1. review the application of OIV works to such products, taking into account the complementary works of other international organisations, and develop new works, or amendments to existing works, as required to ensure consistent coverage for such products

4.2. Ensure consistent coverage of OIV works for vitivincultural spirituous beverages

- 4.2.1. review the application of OIV works to such products, taking into account the complementary works of other international organisations, and develop new works, or amendments to existing works, as required to ensure consistent coverage for such products

4.3. Ensure consistent coverage of OIV works for low and no alcohol vitivincultural beverages

- 4.3.1. review the application of OIV works to such products, and develop new works, or amendments to existing works, as required to ensure consistent coverage for such products

5. Simplify international trade

The OIV promotes and supports the development and sharing of information, and the harmonisation of approaches, to improve trade outcomes in the vine and wine sector. Within this priority, our key focus areas will be:

5.1. Inform understanding of global markets and trade in vitivincultural products:

- 5.1.1. gather information and provide updates on developments regarding tariff and non-tariff regulatory measures
- 5.1.2. develop qualitative and quantitative data and analyses on global trade patterns for vitivincultural products
- 5.1.3. develop data and analyses on global supply / value chains for vitivincultural products and production materials
- 5.1.4. develop information on sustainability issues in the trade of vitivincultural products
- 5.1.5. develop information on innovation and technological advances in the market, including digital technologies to simplify labelling, certification and traceability

5.2. Promote harmonisation of trade in vitivincultural products:

- 5.2.1. maintain up-to-date recommendations regarding winemaking practices, methods of analysis, product definitions and nomenclature, labelling, taking into account trade impacts
- 5.2.2. promote recognition of the specific regulatory characteristics of vitivincultural products, including with non-member countries and intergovernmental organisations
- 5.2.3. encourage acceptance and implementation of OIV resolutions in member and non-member countries
- 5.2.4. identify opportunities for improved compatibility or harmonisation with respect to non-tariff measures, in particular:
 - a. actionable levels for substances (*de minimis*)

- b. sustainability and environmental credentials
- c. labelling
- d. traceability
- e. certification

5.2.5. identify opportunities for coordination and/or information sharing between countries to address trade in counterfeit vitivincultural products

6. Contribute to consumer safety and inform perspectives on vine, wine and society

The OIV promotes and supports a global understanding of vitivincultural products in their economic, social, cultural, regulatory and health contexts. Within this priority, our key focus areas will be:

6.1. Contribute to the safety and traceability of vitivincultural products:

- 6.1.1. review substances for use in the production of vitivincultural products to ensure food safety
- 6.1.2. promote systems and practices for vitivincultural products to ensure traceability and food safety

6.2. Promote understanding of the relationship between consumption of vitivincultural products and health:

- 6.2.1. develop and communicate information on the current state of scientific research on health and nutritional aspects of table grapes, raisins, grape juices and grape nectars, taking into account the social contexts of consumption
- 6.2.2. develop and communicate information on the current state of scientific research on health aspects of wine and other grape-based alcoholic beverages, taking into account the social contexts of consumption

6.3. Inform understanding of market trends, consumption patterns and consumer behaviour

- 6.3.1. gather global data and conduct statistical and economic analysis, with a focus on:
 - a. generational changes in consumption of wine and other grape-based alcoholic beverages, including in comparison with other products
 - b. emerging markets for wine and other grape-based alcoholic beverages
 - c. markets and consumption patterns for fresh and dried grapes, juice and nectars
 - d. emergence of innovative vitivincultural products and their potential markets

6.4. Promote recognition of the cultural contribution of the vine and wine sector:

- 6.4.1. develop definitions, methodologies and best practices for understanding and validating the cultural contribution of the vine and wine sector
- 6.4.2. develop an inventory of cultural attributes of the vine and wine sector, with a particular focus on attributes of global significance
- 6.4.3. promote international recognition of the cultural contribution of the vine and wine sector, including with relevant intergovernmental organisations

PART III - ORGANISATIONAL PLAN

Over the 5-year period of the Strategic Plan, the OIV will review and implement changes to its structures and working procedures in accordance with Article 2(o) of the OIV Accord in order to deliver on its scientific and technical priorities, grow its membership and enhance its impact around the world.

Objectives

A. Align OIV structures with scientific and technical priorities

The OIV will align the structure of Commissions, Sub-Commissions and Expert Groups with the Scientific and Technical Priorities of this Strategic Plan in accordance with the Internal Rules. Points for review will include:

- a. Re-structure OIV works related to sustainability (including the SUSTAIN working group) to ensure that environmental, economic and social sustainability is a fully transversal subject.
- b. Review the Sub-Commission on Table Grape, Dried Grapes and Unfermented Products to ensure that these products receive sufficient focus and expertise.
- c. Review the BOISPI expert group to ensure that these products receive sufficient focus and expertise.
- d. Accommodate the strategic focus on International Trade and encourage the participation of new expertise needed to support this focus.
- e. Accommodate the strategic focus on Vine, Wine and Society and encourage the participation of new expertise needed to support this focus.

B. Optimise OIV working procedures

The OIV will optimise its working procedures to ensure that they deliver on the expectations of members for efficiency and accountability, in line with the Operating Principles and Values of the organisation. The key actions proposed are:

- a. Strengthen accountability and transparency:
 - i. Introduce a Finance Committee.
 - ii. Review OIV Internal Rules against comparable international intergovernmental organisations to determine best practice.
 - iii. Create a Code of Conduct for participants in OIV works.
 - iv. Formalise the classification of all OIV works and their status
 - v. Review financial structures to ensure fair and consistent funding.
- b. Focus on priority works:

- i. Introduce procedures for prioritization of new and existing works and the pausing or elimination of non-priority or non-productive works.
- c. Improve transversality:
 - i. Introduce procedures to identify and address transversal issues at the point of initiation of a new work.
 - ii. Introduce procedures to better coordinate transversal issues between Commissions.
 - iii. Review the role of CST to reinforce its position as the key coordination point on scientific and technical issues.
 - iv. Review the role of the Steering Committee within the OIV governance structures and clarify its relationship to CST.
- d. Improve efficiency and productivity:
 - i. Empowering the Secretariat to work more proactively to develop scientific and technical dossiers in support of expert discussions.
 - ii. Consolidate OIV Digital Transformation Plan and investigate new digital tools to improve efficiency.
 - iii. Review procedures and timings for comments on draft OIV resolutions and other works, taking into account best practice in comparable organisations.
- e. Optimise participation and engagement:
 - i. Develop an agreed policy for virtual and hybrid meetings based on consultation with all members and benchmarking against other international organisations.
- f. Strengthen communication:
 - i. Develop a new communication strategy based around scientific priorities.
 - ii. Develop new communication tools to support OIV's outreach including image technologies and new social networks.
- g. Strengthen education and capacity building:
 - i. Develop education and tools to support scientific priorities and implementation of OIV works by members and the sector.
 - ii. Explore opportunities to enhance compatibility between educational programmes and qualifications between countries.
- h. Strengthen the capacity of OIV statistical operations to reinforce its status as the global statistical reference for vitiviniculture.
 - i. Explore the use of new tools, products and services including big data/AI and tools for representation and visualisation of data.
 - ii. Build partnerships with other organisations and institutions for data collection and analysis.

C. Expand and deepen key OIV relationships

The OIV will focus on deepening its key relationships within and beyond the membership, in order to extend its impact and to share knowledge and capacity. The key actions proposed are:

- a. Actively work to extend membership and relationships with non-member countries.
- b. Actively work to build closer partnerships with key intergovernmental organisations of relevance to OIV priorities.
- c. Create a forum for sectoral stakeholders to engage with the OIV on strategic issues.

D. Grow beyond business as usual

The OIV will actively seek opportunities to expand its works beyond “business as usual” through the initiation of special projects that are aligned with scientific priorities and that allow the OIV to leverage its global position to coordinate activities that would not otherwise take place.

The OIV will investigate the feasibility of three projects in particular. It is envisaged that these projects would be primarily funded through voluntary funding by members or other partners consistent with its Operating Principles and Values, based on funding models used by other international intergovernmental organisations.

- a. The OIV will investigate the establishment of a foundation to promote vine and wine research, and to provide training and capacity building, in order to progress global understanding and responses to key challenges facing the vine and wine sector.
- b. The OIV will investigate the establishment of an international observatory on sustainability, to share knowledge and accelerate sustainability and adaptation to climate change across the vine and wine sector.
- c. The OIV will investigate the coordination of an application to UNESCO for recognition of the global culture of the vine as an element of intangible cultural heritage.

Implementation

The process of implementing the OIV’s organisational objectives is contingent upon the approval of the Strategic Plan. The process of review and, if necessary, amendment will be conducted in accordance with the OIV Agreement and Internal Rules

Stage 1: Development of Discussion Papers – January 2025 to September 2025

- The OIV Secretariat will develop Discussion Papers for consideration by the CST and COMEX Objective A and Objectives B a-e, from which proposals can be developed by CST and/or COMEX in accordance with the Internal Rules.
- The OIV Secretariat will also carry out scoping work and develop recommendations to be presented to the OIV Membership on taking the projects proposed in Objective D forward.

- The OIV Secretariat will progress the other Objectives according to the usual internal management and annual budget processes.

Stage 2: Consideration and Approval – October 2025

- The OIV will host a special meeting in October 2025 dedicated to in-depth consideration and, if possible, approval of the proposals for implementation of the organisational objectives, alongside the Extraordinary General Assembly proposed for that month.

Stage 3: Initiation – November 2025 to June 2027

- The OIV will initiate the proposed updates to OIV structures and working processes agreed by the General Assembly, taking into account existing timeframes (e.g. elections for Commissions, sub-Commissions, Expert Groups) and the need to maintain the continuity of priority works.
- The OIV will seek expressions of interests, build project teams, instigate project planning and initiate any projects approved by the General Assembly under Objective D.

Stage 4: Review – July 2027 to October 2027

- A special committee will be formed to review the progress on the updated structures and working processes and any projects underway, which will report to the General Assembly in mid-2027.

Stage 5: Moving Forward – July 2027 to December 2029

- Recommendations from the review process will be implemented.
- Special projects will be progressed.
- Strategic Plan 2030-2035 will be developed and approved.