

After-LIFE Communication Plan

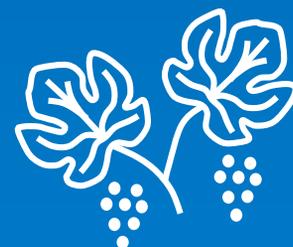
About ADVICLIM

“to improve local vineyard management in the face of climate change”

The LIFE-ADVICLIM project aimed to develop effective tools to measure and model both the causes and effects of climate change, which will be used to enable winegrowers to identify the best techniques to mitigate and adapt to climate change at the vineyard scale.

Spatial climate variability at the local scale has been integrated into the outputs of regionalized climate change models. Fine scale agro-climatic modelling, combined with winegrowers' production strategies in a multi-agent system, has enabled climate change adaptation scenarios based on spatial climate variability at the vineyard scale to be constructed. An assessment of greenhouse gas emissions was then carried out to assess the

carbon footprint for each adaptation scenario. This project aims to inform and assist winegrowers on climate change impacts, on rational adaptation scenarios and on greenhouse gas emissions related to their practices at the scale of their vineyard plots. These methodologies have been applied in several wine-growing pilot sites - Bordeaux and Val de Loire (France), Sussex (England), Rheingau (Germany), Cotnari (Romania) and Rioja (Spain) - representative of the climate diversity of European wine-growing areas, ranging from Mediterranean, oceanic and continental climates.





Communication strategy



In order to reach a broad external audience and showcase the learnings gained from this project, Life ADVICLIM needs to effectively communicate with decision makers, policy makers and other stakeholders in topics related to "climate change and wine" across Europe and World.

To efficiently approach and involve the relevant stakeholders, the communication and dissemination strategy was to develop tools to involve the wine profession and stakeholders from the beginning (e.g.: co-construction of climate change adaptation scenarios during workshops or technical days) to the end (e.g. guidance manuals to support winegrower's decision-making) of the project.

The dissemination of information was carried out from the local (e.g. winegrowers of the pilot sites) to the international level (e.g. OIV, EU), as well as to the various regional and national institutions.

COMMUNICATION TOOLS

- Guidance manuals to support winegrower's decision-making
- Workshops and technical days
- A Story Map: a pedagogical tool to explain the different stages of the project during technical days, training sessions and workshops.
- Synthesis leaflets of ADVICLIM results
- Web platform and social media (e.g. Twitter)
- Conferences
- Networking
- Training sessions organisation (e.g. agricultural high schools in Gironde)



Target audiences, key stakeholders and contributors



PRIMARY AUDIENCES

Stakeholders involved in the project actions include:

- Winegrowers participating in the project
- Professional organisations: winegrowers' union, interprofessional committee, cooperatives, etc.
- National organisations: Ministry of Agriculture, National Institute of Vine and Wine, etc.
- Researchers: of other EU funded projects and the project partners
- Schools, academic institutes and other institutions of advanced training
- International organisations: International Organisation of Vine and Wine, UNESCO Chair “*Culture & Traditions of Wines*”, etc.
- Policy makers – from European to local level
- EU representatives
- LIFE team



Communication and Dissemination Activities during the ADVICLIM project

Publications	Nb
Leaflets (English, French, German, Romanian)	1 per pilot site
Newsletters (English)	7
Notice boards (English, French, German, Romanian)	15
Guidance manuals to support winegrower's decision-making	3
Synthesis leaflets of ADVICLIM results	6
Video reports	8
Story Map	1

Media	Nb
TV/Radio reports	10
Documentaries	2
Internet	10
National and international journals	10
Local, regional and national newspapers	22

Workshops, Technical days and meetings	Nb
Workshops/Technical days in each country	8
Workshop with other LIFE projects	4
Organisation of international meetings	2

Online	Nb
ADVICLIM website	10 000
Twitter followers	1083
Reciprocal website links	32

Dissemination toward scientific community	Nb
Publications	26
International conferences	62
Symposiums	39
Workshops	8

OUTREACH

Participation in several European and international conferences including: “*Climate Change Leadership, Solutions for the Wine Industry*” organized by Vice President Al Gore; COP21 in Paris, OIV Congress, Terroir Congress, GIESCO, European PRIMA program, etc.

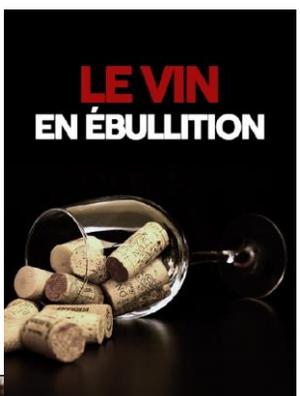
Presentation of decision-making tools for winegrowers during technical days and to stakeholders (e.g. International Organization of Vine and Wine, UNESCO Chair “*Culture & Traditions of Wines*”).

Final meeting in Spain including a workshop with more than 100 winegrowers and other LIFE projects.

Survey 27 wine-producing countries (with more than 3750 respondents) entitled “*Understanding Winegrowers' Perceptions and Adaptation Attitudes to Climate Change*”.



Media



5



3



Future Communication Plan (I)



The LIFE-ADVICLIM project enabled the definition of strategies for the adaptation of viticulture to climate change based on local climate variability and winegrowers' cultivation practices. Prior knowledge of spatial climate variability at fine scales is a major advantage when imagining ways of adapting to climate change in the medium and long term. This project brought together key stakeholders from each of the European wine regions studied to consider how to implement a rational climate change adaptation policy.

Several communication tools have been developed to transfer information to winegrowers and stakeholders. The ADVICLIM project culminated in an international meeting with stakeholders, leaders of other European projects (e.g. LIFE, INTERREG projects, ...) and more than a hundred winegrowers. Keeping in mind that the final objective of LIFE projects is research transfer to help policies making, feedback on the different experiences has been shared between project members, winegrowers, stakeholders and politicians. It led in interesting discussions on how the different projects can contribute to policy making at different scales and how to encourage winegrowers to be part of the policy-making process.

Communication tools developed in the ADVICLIM project that will be improved and continued include:

- VIDAC Web Portal presenting data and information tailored toward the end user;
- Guidelines on best cultural practices for climate change adaptation at the vineyard scale. These guidelines allow for a reasoned adaptation strategy to be implemented, thus limiting fairly "brutal" methods such as relocating wine-growing regions;
- Guidelines on best cultural practices to reduce greenhouse gases (GHG). Identify the main processes responsible for GHG emissions to ensure that climate change adaptation scenarios will not generate more emissions;
- Guidelines for professionals, scientific experts and local authorities. These guidelines include description and information on the various techniques and methods developed during the project;
- Interactive tools (e.g. Story Map, videos) to train winegrowers, stakeholders, agricultural advisers and students (e.g. agricultural schools) in in guidelines applications in their vineyards;
- Summary booklets presenting the main guidelines in each wine-growing region. These synthesis documents are disseminated via wine cooperatives and regional structures, and also at national and international level with wine organizations (e.g. International Organization of Vine and Wine);
- Technical days to demonstrate to winegrowers how to apply these guidelines in their vineyard.



Future Communication Plan (2)



Partners and stakeholders will continue to promote the LIFE-ADVCLIM project and its results as part of their climate change adaptation programme. The objective is to improve the adaptation and mitigation strategies of viticulture to climate change. The tools (measurements and modelling), results and learnings from the LIFEADVCLIM project are essential to pursue these objectives. We will continue to promote the guidelines at events and technical meetings with winegrowers and stakeholders as well as in other national and international scientific projects. The *Institut Français de la Vigne du Vin* (IFV) will host the LIFE-ADVCLIM website for several years (until 2025) beyond the project and will update with new results from related projects.

The analysis and modelling approach developed in LIFE-ADVCLIM is currently being applied in other countries such as Argentina and New Zealand (e.g. IRP-VINADAPT project: <https://cnrssingapore.cnrs.fr/project/irp-vinadapt/>). The aim is to extend this strategy of reasoned adaptation of viticulture to climate change to all the wine-producing countries. The collaboration between the LIFE-ADVCLIM project and the International Organisation of Vine and Wine (OIV) is part of this approach. A survey carried out by LIFE-ADVCLIM and the OIV in 27 wine-producing countries aimed to assess the perception of winegrowers and their behaviours to adapting to climate change. The resulting guidelines will be used in the drafting of future OIV resolutions on the adaptation and mitigation of viticulture to climate change.



Basic project information



Project Name: LIFE ADVICLIM, LIFE13 ENV/FR/001512

ADaptation of Viticulture to Climate change : High resolution observations of adaptation scenarii for viticulture

Duration: July 2014 – June 2020

Coordinating Beneficiary:

- University of Rennes2, France

Associated Beneficiaries:

- CNRS, France
- Institut Français de la Vigne et du Vin, France
- INRA, France
- Bordeaux Sciences Agro, France
- Plumpton College, United Kingdom
- Hochschule Geisenheim University, Germany
- University of Agricultural Sciences and Veterinary Medicine Iasi, Romania
- ECOCLIMASOL, France
- Public University of Navarre, Spain

Project Budget: €2,852,388

EU financial contribution: €1,426,193 (50%)
co-financed by the EU LIFE+ Funding Programme

Partners' contribution: €1,426,193 (50%)



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LIFE ADVICLIM (2014-2020)

