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SANGUIS JOVIS
ALTA SCUOLA DEL SANGIOVESE

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Attachment A
Science Project



Background

The wine world has always been crossed and influenced by cultural, social, and economic trends, which have all affected its dynamics. And in turn, wine has generated cultural trends, products, images and symbols, and has spread values that have largely influenced social behaviors in various eras.

Territory and communication, historical analysis and re-reading of myths through cultural anthropology, advanced scientific knowledge, refined socio-cultural analysis of consumer behavior, new forms of fruition of tourism, and new models of corporate reorganization and communication of the most advanced wineries exert a huge influence on our daily lives, affected directly or indirectly by the wine world, its values, and its cultural models.

At this stage, this exchange between the wine world and the economic, social and cultural system appears more accelerated and more difficult to interpret. This is due to the growing dichotomy/contraposition of trends, positions, interests, and their radical nature. One only has to think of the "binary opposites" that forever fuel the discussion on the evolution of this industry, its development prospects, its system of values and symbolic representations.

The need to strike a reasonable balance between such different visions finds a further reason in recent events, epochal in their own way:

- *on a planetary level*, represented by the financial crisis that allows us to glimpse spaces to present new opportunities for those who move in a logic of entrepreneurial innovation
- *on an industry and specific level*, coinciding with the launch of the new wine CMO (2014-2020), the effects of which will produce significant technical and organizational changes. It will be more complex to make the market perceive the signs, the symbols, the reference values of quality and it will therefore require an innovation - not only of marketing and communication, but also in the upstream stages of the supply chain (in the logic of eco-compatible production).



These events will significantly modify the competitive framework of the wine industry and will concern at least the following aspects:

- a) the rise of new market *segments* ;
- b) the development of new *geographical areas* of wine production and consumption;
- c) the change of *consumption styles*;
- d) new *niches* and targets (eg wine, tourism, territory);
- e) the *critical issues* deriving from prohibitionist tendencies and, on the other hand, the development of a nutraceutical use of wine;
- f) the phenomena of delocalization of wine production and the effects of climate change.

Within the general framework, some basic challenges are emerging that must be overcome by producers as opportunities for development:

- *the challenge of professional and entrepreneurial growth*, which makes it possible to generate and disseminate technical, organizational and management culture in the wineries and hospitality, communication and sales activities in the management structures of the Denominations (Consortia);
- *the challenge of the knowledge economy*, overcome by investing in the accumulation and exchange of data, information and knowledge (intangible capital) through the development of methodologies and new models of communication and horizontal and vertical exchange of know-how;
- *the challenge of global credibility*, which represents - in the perspective of "overall quality" (with an explicit reference to sustainability) of companies - one of the possible success factors of the most innovative players, above all in relation to the common sense of consumers;

These challenges have the explicit common objective of producing and spreading more innovation and therefore more value along the production and sales chain of wine.



Success factors for a more advanced competitive positioning:

- i. the intrinsic quality of the products from Montalcino and from Tuscany in general;
- ii. the quality of its entrepreneurs and the organizational, management skills of their companies;
- iii. the great, and still largely unexplored, wealth of imagination of the historical-cultural background.

To enhance this capital and thus further raise the competitive position of Sangiovese wines from Tuscany, we need to build a closer relationship between these success factors, between those who are the bearers of specific cultures, namely:

1. an advanced scientific culture and a culture of technical-productive innovation downstream, and its conscious dissemination (*enology and viticulture*);
2. a business, managerial, organizational innovation, marketing and communication culture (*economy and business*);
3. a culture of the world of wine, its history, its symbols, its imaginary (*company and consumer behavior*).

The close dialogue between these components, in addition to being the precondition for the effective development of each success factor, could also favor the resolution of those dichotomies/contradictions that, through the dialectic of opposites, diverts the consumer from the most meaningful themes of wine communication.

In terms of research, the distance of public research from the needs of companies means that the programs appear too hesitant and generic, and that the technology transfer that must meet the needs of innovation - not research, is fragmented and lacks a technological broker capable of acting as a link between the company and the research center.



The need for interdisciplinary research and training on an environmentally compatible production

The critical nature of environmental issues has now become so pervasive that it touches every production entity and every territorial system.

The debate on the possibility of a joint enhancement of the two systems that have historically been opposed to the processes of development of agricultural entities is particularly interesting: the economic and the environmental systems.

The former has systematically tried to enslave the latter, while the latter - with a stricter environmentalist stance - has demanded a respect that involves far more than a purely aesthetic defense of the ecosystem.

The journey that was once started together, now again tries to identify spaces of understanding, areas of convergence and positive interaction between production systems and territorial systems, under an easy slogan: "*Viticulture as a resource for the environment and the environment as a resource for viticulture*".

To contextualize the following considerations, a brief reflection on the basic trends that characterize the general agri-food systems is necessary:

- **delocalization** of the agri-food and wine system, that is the great decrease of the economic and cultural bonds between food/wine and the territory;
- **concentration** trends of wine multinationals and the development of brand policies, often disconnected from the territory;
- trend of **uniformity** in food models that involves the homogenization and standardization of food consumption;
- progressive and widespread lack of **knowledge** of the food we eat, as a consequence of the non-knowledge of the origin of the products;
- alteration of **purchase models** of food and wine, due to the lack of a perceived relationship between food/ wine and the production territories.



Despite this, there are also emerging trends that – in view of homogenization - show some countertendencies towards the reestablishment of links between food/ wine and territory, between local production and local culture, between product quality, production processes, territory and environmental system in which the processes take place.

Therefore, the challenge of new production models is to combine, in an economically satisfying way:

- *competitiveness*, as a precondition;
- *environmental sustainability* (production and subsequent transformation according to environmental compatibility criteria);
- *multifunctionality* (diversification of local activities and sources of income);
- *defense and enhancement of agricultural territories* (agriculture-territory-tourism interaction).

The topic of sustainable viticulture involves five major areas of issues/opportunities:

1. *climate change* and its repercussions on adaptation strategies in the vineyard;
2. applications of *precision viticulture* to optimize the quality of production with lower energy inputs (plant protection products, fertilizers, irrigation water, fuel);
3. development of *disease resistant traditional varieties*, using innovative techniques;
4. use of *alternative sources* in the production of energy (solar, recovery of residues from the production of grapes), recycling of washing water in the winery;



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5. **recovery of products** with a high added value from the residues of grape processing.

These innovative topics of great applicative impact require specialized product and process training, which is currently not offered by any university.

The Sanguis Jovis Mission

The term "*Mission*" means the deep and perspective reason why an organization, a company, a major project is born and develops over time.

Therefore, our case involves:

**Enhancement, defense and dissemination of the value produced
by viticulture and enology of Sangiovese in Montalcino
and Tuscany in general.**

The great innovation inherent to the proposal is the path that we intend to follow in higher education and research - the two primary areas of activity of the Center - combining scientific rigor and culture.

Often, just one university or graduate school does not have the resources for an educational process as proposed by the Center: to create the subject of *universitas*, composed of a free aggregation of teachers and students.

The training must be interdisciplinary in content, innovative in teaching methods, open to stimuli and contributions that can also come from international universities with an actual repercussion on research and on the production fabric in Montalcino in particular and in Tuscany and the world in general, through alliances with the business world.

Sanguis Jovis wants to pay particular attention to the issues related to business entities as expressions of creativity of people and communities, to investment in human capital as a fundamental element for cultural and economic development of populations, to the demand for innovation coming from the world of viticulture, from the market, and from scientific and humanistic cultures.



The main motivations behind the strategic idea are:

- a) overcoming the anachronistic distinction between basic and applied research, between the world of production and distribution: the need to reduce the gap and faults within the vitivinicultural system and the company value chain;
- b) increasingly close and structured interactions between research and innovation, and a progressive expansion of the concept of innovation (not only technological and process-related, but also in the area of distribution, marketing, and generally organizational).

In Italy, we often confuse scientific research with innovation, and seem to ignore that it is precisely research that produces discoveries that change our future and make science leap forward, thanks to those "curious tribes of the unknown" whom we call *scientists*.

Real research is "curiosity-driven": it is research that is not directed, research by a young generation that challenges consolidated paradigms with its creativity, often living in hardship and without enjoying too many social laurels. We need to concentrate adequate resources on a few "advanced projects" that use frontier technologies and are focused on the broad future, not just tomorrow.

Strategic guidelines resulting from the *mission*:

- a) endow Tuscany with a **center of excellence** in the organization, circulation and enhancement of technical-scientific and management innovation, to help raise the competitive position of the wines from Montalcino in particular and Tuscany in general, on international markets;
- b) provide a qualified audience (University, Region, Province, Chamber of Commerce, Consortia, wineries, private users, etc.) with significant **support in terms of facilities and services** for advanced research, specialized technical assistance for the production of grapes and wine;



- c) provide organizational structures and services for **specialized university education** in viticulture and enology, in collaboration with the Universities (Bachelor's degree, Master's degree, Specialist Master's degree of levels I and II, graduate schools, *summer schools*, etc.), and for permanent training (refresher courses, qualification and specialization courses) for agricultural entrepreneurs and technicians in the industry;
- d) make structures available and provide organizational and logistic services for **communication events**, and in general for innovative initiatives with a strong presentation-dissemination character of the specific viticulture and enology (and local agri-food) value system;
- e) provide a venue (for meetings, offices, etc.) for the **Montalcino wine cluster**.

The consequences and benefits for the territory of Montalcino and Tuscany

The goal is to increase the value of the products, in a broad sense, along the wine-territory chain of Tuscany.

A striking example of the role that a high profile research and training center can play in a cultural context is represented by the University of Bordeaux: not only a center of excellence in vitiviniculture studies, but also an international reference point and testimonial in communication and marketing strategies for premium wine; an example to pursue for the enhancement of a territory in all its economic significance.

Therefore, the first expected benefit is a high validation for the **territory** in general, perceived as an authoritative center of reference, including for cross-selling with other strategic guidelines and related operational activities (promotion activities of the Consortium, high-end events in art and hospitality, etc.).

For **entrepreneurs**, it will be an opportunity to develop high-profile training, to have a service of analysis, research and timely information on technical issues, as well as on markets and areas to be monitored periodically to identify any emerging opportunities.



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For **consumers**, the possibility to have training services and knowledge of products, production techniques, guarantees of quality and wholesomeness of the products.

For **visitors**, the benefit lies in the location of the Center, placed in a territory visited by high-end tourists, which could become the meeting place for wine culture, by creating an *interactive museum*, illustrating with an educational display the technical and cultural course a wine grape travels from the vineyard to the bottle.

The Italian and international visitors will be able to enjoy virtual journeys through the sites of Tuscan viticulture - from the hills to the small islands, from the volcanoes to the coast: a journey punctuated by the images of the cities of art and accompanied by the traditional Italian music, where the sensorial characteristics of the wines will be evoked by modern, personalized olfactory techniques. Furthermore, animated presentations will highlight the health benefits of wine.

These emotions will culminate in a series of themed tastings, guided by wine experts of the respective territories which represent the epitomes of Italian viticulture.

Some of the many examples of similar centers of culture and wine heritage are:

- Dinastia Vivano in Spain
- Mondavi Family in California
- Cité de la Vigne et du Vin in Gruissan (Aude)
- Cité des Sciences de La Villette in Paris