

# Oenotrace: From vineyard to bottle – trace sustainable practices in wine-growing under full transparency

Prof. Dr. Dimitrios S. Paraforos

2022 Joint Call  
Kick-off Projects Seminar  
31<sup>st</sup> January 2024



# Involved countries and partners

Seven partners from universities, research institutions, industry and growers' associations from five European countries

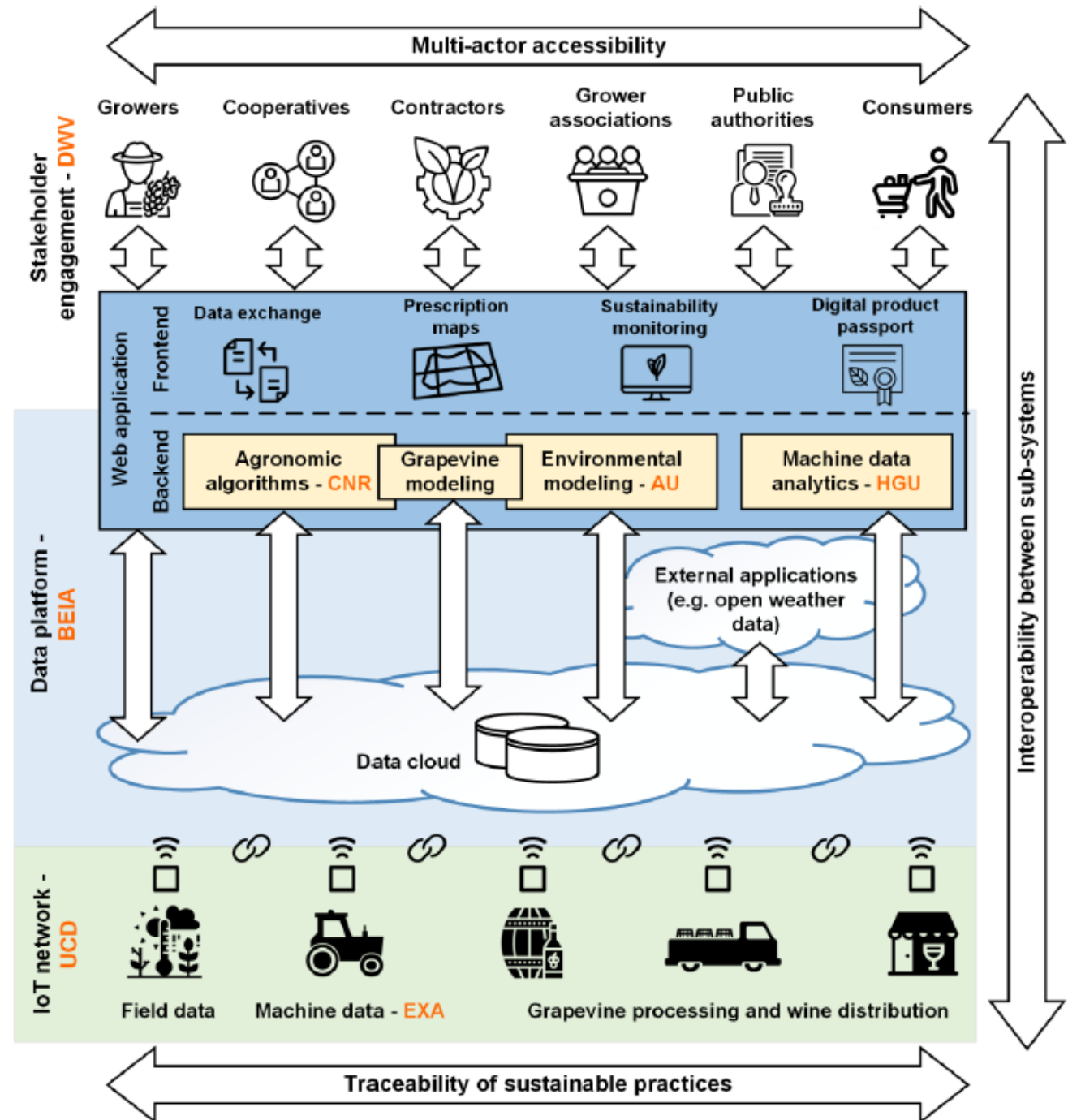
No.	Acronym	Partner	Type	Country
1 Coord.	HGU	Hochschule Geisenheim University	University	Germany
2	UCD	University College Dublin	University	Ireland
3	AU	Aarhus University	University	Denmark
4	CNR	National Research Council	Research	Italy
5	BEIA	BEIA Consult International	Industry	Romania
6	EXA	EXA Computing GmbH	Industry	Germany
7	DWV	German Winegrowers' Association	Growers	Germany

The project duration is 42 months (06/2023-11/26) with a total budget of €1,244K.

# Objective

The overarching aim of the Oenotrace project is:

To provide a holistic approach for full transparency of sustainable practices in grapevine growing, hence promoting their broad implementation

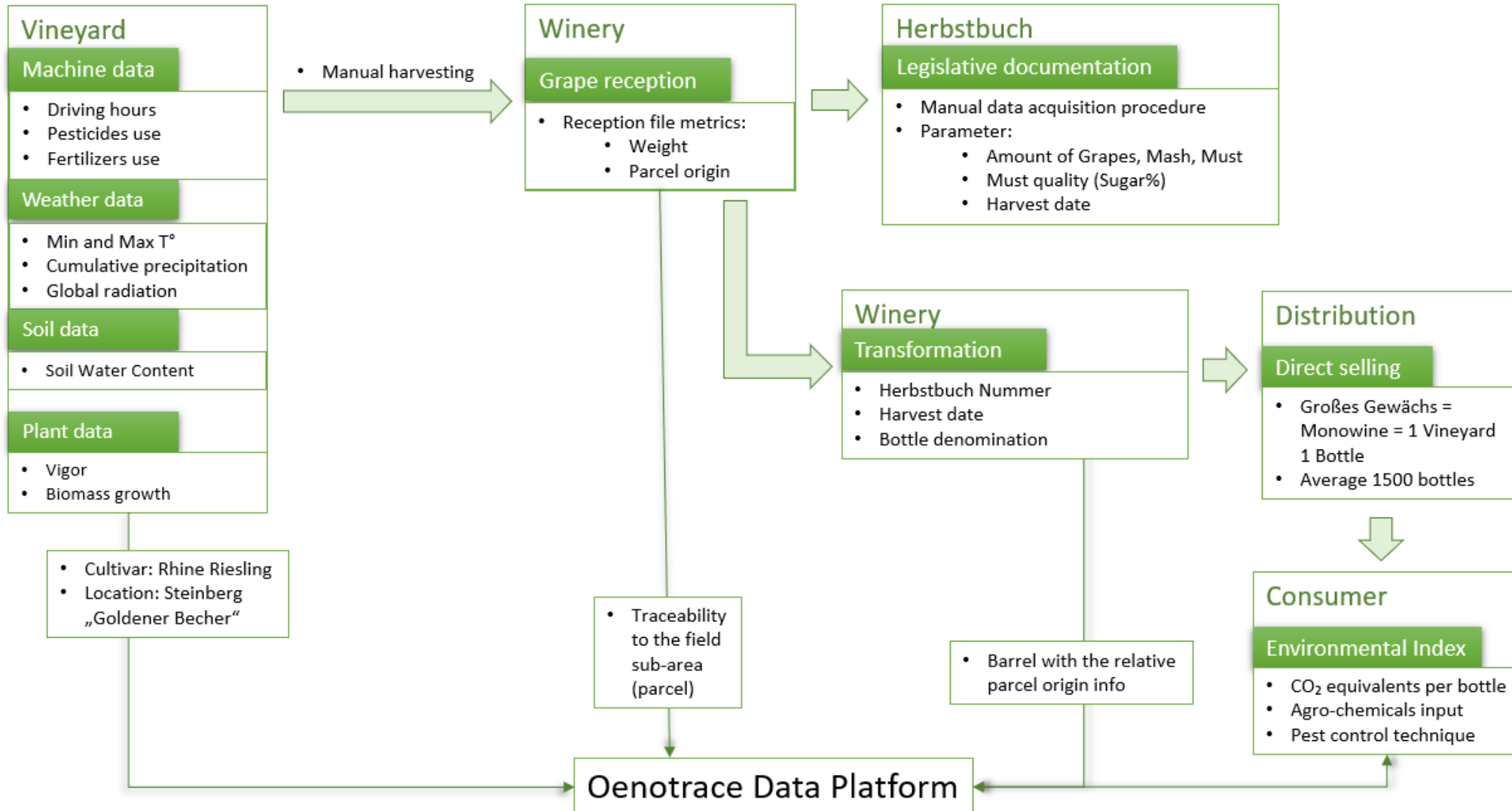




# Main project activities and challenges



# Main project activities and challenges



# Expected results and potential impact

- Oenotrace will provide:
  - new ICT-enabled means to winegrowers to improve their operational, as well as environmental performance,
  - while satisfying consumers' demand for more insight in the production and
  - potentially achieving higher revenues.
- In the long term, the results could lead to the development of new, data-driven incentive/reward systems or more targeted subsidy programmes.

## Next steps

- Definition of the use case and protocols for data acquisition and analysis
- Development of the modelling validation procedure for the Geisenheim University experimental vineyard
- Creation of the project data platform and the protocol for the data sharing with the different stakeholders
- Implementation of the developed system in the commercial vineyard of the Hessian State Wineries Kloster Eberbach



# LET'S KEEP IN TOUCH!

Please feel always free to reach out to us.

---

## LINKEDIN

[www.linkedin.com/company/oenotrace-ictagrifood](http://www.linkedin.com/company/oenotrace-ictagrifood)

## WEBSITE

[www.oenotrace-ictagrifood.com](http://www.oenotrace-ictagrifood.com)

## EMAIL

[Dimitrios.Paraforos@hs-gm.de](mailto:Dimitrios.Paraforos@hs-gm.de)

# Thank you for your attention!