



CIII-CEP 2024-04 CR_EN

COMMISSION III “ECONOMY AND LAW”

“CULTURE, EDUCATION AND HERITAGE” (CEP)
EXPERT GROUP

Proceedings report for the 18th meeting

Date: 02 April 2024

Place: hybrid meeting

- Salle de Métropole, 40 Avenue du Drapeau, Dijon
- Kudo videoconference

International Organisation of Vine and Wine
Intergovernmental Organisation
Created on 29 November 1924 • Restructured on 3 April 2001

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OIV



SUMMARY SHEET OF THE WORK OF THE COMMISSIONS, SUB-COMMISSIONS AND EXPERT GROUPS

Expert group: "Culture, Education and Heritage (CEP)"

Date: 02/04/2024

Number of experts present in the room: 15

Number of participating countries and observers in the room: 10 countries, 2 observers

Number of experts present via KUDO: 20

Number of countries and observers participating via KUDO: 11 countries, 2 observers

I. Resolutions

Document	Step	Topic	Follow-up (procedure step)
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N/A

II. Questions from the Strategic Plan

Ref. SP	Document	Subject	Follow-up
122	CIII-CEP 2024-04 4.1.	Point information Progress of "Principles of recognition by the OIV of training programmes compliant with the definitions and programmes adopted by the OIV for oenologists and sommeliers"	<p>The principles of recognition of training programs have been reviewed by the Rules Committee in 2023.</p> <p>Conclusion of the Rules Committee: the proposal deemed not ready to be incorporated.</p> <p>The Rules Committee asked the (ex-)FORMAT expert group to clarify the terminologies and carry out a financial impact study of the implementation of a training recognition system.</p> <p>The eWG concluded that this principle of recognition was impossible, raising technical and financial difficulties.</p> <p>However, a recognition can be set up for the institutions which strictly follow the resolutions of the OIV.</p> <p>Decision:</p> <p>This action is removed from the working plan of CEP expert group and the OIV.</p>



103	CIII-CEP 2024-04 4.2.	OIV Training programme database Current State, next steps and decisions: Presentation of the OIV Secretariat	<p>Presentation of the Head of Unit of current state and last decisions.</p> <p>Due to the migration to the new site, the database is no longer active since September 2022. It would represent a significant cost to migrate and the previous database was not exhaustive and difficult to navigate.</p> <p>The database will not be replaced, but a new system is being considered:</p> <p>Taking benefit from new tools;</p> <p>OIV should continue to reference training programme, but in a simpler and update system.</p> <p>The Association Universitaire Internationale du Vin et des Produits de la Vigne (AUIV) is voluntary to help with their experience and network.</p> <p>The President of the expert Group and the Head of Unit propose the creation of an eWG and encourage the cooperation of competent and “young” experts in the area. The OIV Secretariat hopes to launch the eWG by the end of May. The objective is to put forward a concrete proposal for the next meetings.</p> <p>Decision: Creation of an eWG.</p> <p>Mandate: To reflect on the new form that this database can take and identify potential referents within the member states to feed it.</p>
180	CIII-CEP 2024-04 4.3	Presentation The works and orientations of UNESCO on culture, education and heritage	<p>The CEP expert group expresses its interest in furthering collaboration with UNESCO and prepared to engage in discussions on this matter.</p> <p>Presentations by ICOMOS (<i>International Council on Monuments and Sites</i>) on World Heritage and vitivinicultural landscapes</p> <p>Presentation by Michèle Prats- ICOMOS France Expert Patrimoine Mondial</p> <p>Presentation by Myriam Laidet- ICOMOS, Member of International Scientific Committee on Cultural Landscapes</p>
281 and 304	CIII-CEP 2024-04 4.4	Vitiviniculture Heritage Presentation of Swiss Delegation Presentation of Draft document Next steps and decisions	<p>Presentation by Sylvain Chevalley (Switzerland) – UNESCO Lavaux vineyard terraces</p> <p>Presentation by Sabine Carruzzo, General Secretary of the Confrérie des Vignerons de Vevey (Switzerland) – The Fête des Vignerons de Vevey, UNESCO intangible cultural heritage</p>



Following these presentations, the Head of Unit presents a collective expertise document on Vitiviniculture Heritage.

The objective is to increase the number of experts, particularly from outside Europe, and to include external experts and international participants.

Decision: The President of the expert group proposes to continue the collective expertise document and the areas of work with UNESCO, as orientations for the Strategic Plan 2025-2029, as indicated by the Director General of the OIV during the meeting.

III. Request for additional information or opinion (statistics, economy, legal, technical, health)

Information	Source
Request	Recipient

IV. Presentations other than point II

Author	Country	Topic	Follow-up
OIV		OIV “training” initiatives/ collaborations	<u>OIV Master:</u>
		OIV Master	The 35th class of the OIV Master's programme will begin soon.
		OIV International course on ampelography	The Master's degree retains a high level of confidence with the major directors of houses.
		International Law training in the vitivinicultural sector – University of Reims-Champagne-Ardenne	For the 36 th class of the OIV Master's programme, a focus on the carbon footprint will be given during work with Institut Agro Montpellier.
		Other	A former MSc graduate shares his experience of the multicultural aspect of the OIV Master.
			<u>OIV International course on ampelography:</u>
			The 3 rd edition of the OIV International course on ampelography was held in Chile in December 2023.
			The ampelography course was a great success with around 30 enrollees from 15 countries.



For logistic reasons, the OIV International course on ampelography will now be held every 2 years, with a 4th edition in Germany in 2025.

International Law training:

The objective of the International Law training is to launch all types of training courses on the world of vines and wines.

In this context, a webinar on the New European Union labelling regulation for wines was organised in November 2023, with over 1.200 registered participants.

Italy	Updating and amendment of Resolution OIV-ECO 492-2013	Presentation by the Head of Unit of a proposal by the Italian delegation to modify resolution OIV-ECO 492-2013. The objective is to add the word “sustainability” to the resolution.
	Evolution of the OIV Definition of the oenologist and his/her role Proposal from Italian Delegation	The President of the expert group authorises the launch of the procedure to include the necessary modifications in the resolution.
Italy	The sensory experience and wine consumer’s education: cultural, social and economic implications “	Presentation by Graziella Benedetto (<i>Italy</i>) about the sensory experience and wine consumer’s education: cultural, social and economic implications.
	Presentation by Graziella Benedetto (<i>Italy</i>)	The Vice-President of the expert group notes that there is a lack of knowledge on the subject, and literature references have a few samples. Therefore, it is proposed to continue to collaborate in order to improve the transmission of knowledge.

V. Items on the agenda for the next session (without prejudice to subjects which may be added later)

Author	Country	Topic	Follow-up

VI. Other items

Author	Country	Topic	Follow-up
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Point information

N/A

VII. Electronic working groups

eWG1: OIV Training programme database

- ✓ **Coordinator:** OIV Secretariat
- ✓ **Mandate:** To reflect on the new form that this database can take and identify potential referents within the member states to feed it.

Date: 02/04/2024

Name and signature of the person(s) who drafted the sheet

Mr Conrad Briguet

President of the “Culture, Education and Heritage” Expert Group [*original signed*]

Mr Alejandro Fuentes Espinoza

Head of Unit “Economy and Law” [*original signed*]

**AGENDA****18th meeting****Tuesday 2th April 2024: 9h00 – 13h00 14h30 – 18h00 (UTC+2) (Paris Time)****Salle de Metropole, 40 avenue du Drapeau. 21000 Dijon****Visio-conference KUDO**

Agenda	Item	Working paper	Reference OIV Working Plan	Time available (minutes)
1.	Adoption of the agenda	CIII-CEP 2024-04 OJ		5 minutes
2.	Approval of the statement of conclusions of the last expert group session	CIII-FORMAT 2023-03 CR		5 minutes
3.	New Orientations of the GROUP “Culture, Education and Heritage”	CIII-CEP 2024-04 3.1.		20 minutes
4.	Ongoing actions			
4.1.	Point Information ✓ Progress of “Principles of recognition by the OIV of training programmes compliant with the definitions and programmes adopted by the OIV for oenologists and sommeliers”.		122	30 minutes
4.2.	OIV training programme database ✓ Current State, next steps and decisions: Presentation of the OIV secretariat		103	30 minutes
Coffee Break				30 minutes
4.3.	Presentation The works and orientations of UNESCO on culture, education and heritage. Presentations of: ✓ Michelle Prats, ICOMOS - World Heritage : Issues, values, modalities and consequences for the registered territories. ✓ Myriam Laidet - The network of world heritage vineyards: characteristics and achievements.		180	30 minutes



4.4.	Vitivinicultural Heritage <ul style="list-style-type: none">✓ Presentation of Swiss Delegation: Lavaux – UNESCO World Heritage Site Fête des Vignerons – UNESCO Cultural Heritage✓ Presentation of Draft document✓ Next steps and decisions		281 and 304	60 minutes
Lunch				90 minutes
4.5.	OIV “training” initiatives/collaborations <ul style="list-style-type: none">✓ OIV Master✓ OIV International course on ampelography✓ International Law training in the vitivinicultural sector – University of Reims Champagne-Ardenne Others			40 minutes
5.	New Actions			
5.1.	Updating and amendment of Resolution OIV-ECO 492-2013 <ul style="list-style-type: none">✓ Evolution of the OIV Definition of the oenologist and his/her role✓ Proposal from Italian Delegation			30 minutes
Coffer Break				30 minutes
6.	Point information Transversal actions between other commissions and expert groups, and particularly with the SUSTAIN group.			15 minutes
7.	Proposals for future works			10 minutes
8.	Any other business			10 minutes



INTRODUCTION

The “Culture, Education and Heritage (CEP)” Expert Group held its 17th session on 2nd April 2024. The meeting was attended by 35 delegates and experts representing 12 Member States, 2 observers and 2 invited guests. The session was opened by the Group President, Mr Conrad Brigue (Switzerland), who welcomed the experts and reminded them of the importance of their work.

1. Adoption of the agenda

The agenda for the session was adopted without modifications.

2. Approval of the summary of conclusions for the previous session of the Expert Group

The proceedings report for the 17th session of “training group” was unanimously approved.

3. New Orientations of the GROUP “Culture, Education and Heritage” (CEP)

- 3.1. The President of the Group together with the Head of Unit presented the last decisions taken during 2023 regarding the new orientations of the group CEP (ex-training group).
- 3.2. It was reminded that in 2023, during the 17th session it was presented the new objectives of the group, which were approved by the experts and then validated par le CST. The new orientations have three main objectives:
 - ✓ The recognition of the historical, cultural, landscape and societal heritage of the world wine industry by establishing a universal definition.
 - ✓ The preservation and dissemination of ancestral techniques and traditions surrounding the cultivation of grapes and their transformation.
 - ✓ The development of research and socio-cultural reflections on the vine and wine in the world.
- 3.3. The Head of Unit, requested by the experts, presented all resolutions adopted by “Training Group” since its creation.
- 3.4. The OIV Secretariat pointed out that the new orientations of the group is the consolidation after working 2 years in order to respond to a requesting of the Member States, and that it can in turn respond to a multitude of practical actions and objectives in the OIV, such as a new strategic axis of the five-year plan 2025-2030, the International Year of Vine and Wine and the centenary of the OIV.
- 3.4. The President of the Group and all experts welcomed the new orientations. They underlined the importance to have the expertise on the group and in Delegations in order to address correctly and in a useful way the different challenges and issues regarding this topic.

4. Ongoing actions

4.1. Principles of recognition of training programs in the vitivinicultural sector

- 4.1.1. The President of the Group together with the Head Union addressed this point by presenting the history of decisions and actions carried out by the eWG.

- 4.1.2. It was reminded that the objective of this action is to implement a procedure for verifying or validating compliance of oenologist and sommelier training programmes with OIV recommendations. The procedure does not seek to implement auditing or certification mechanisms. The main idea is to facilitate progressive alignment with OIV resolutions by promoting exchanges and discussion between various universities and the OIV.
- 4.1.3. In October 2021, the purpose was recalled: to increase comparability between programmes and thereby foster the mobility of students and teachers. The principle of this verification has also been debated and a procedure was presented specifically regarding oenologist training programmes.
- 4.1.4. This procedure was presented in 2022 to the OIV Rules Committee, and it was asked to the FORMAT Group to clarify the terminologies and carry out a financial impact study of the implementation of a training recognition system. It was discussed and concluded the difficulty to continue with this action.
- 4.1.5. The OIV secretariat, and particularly the Head of “Economy and Law” unit, pointed out the difficulty of implementing a recognition system through an OIV label or another means that involves a certification process. Financial aspects, human resources and priority lines of action for the CEP experts group and the OIV secretariat make the implementation of a recognition system difficult.
- 4.1.6. Taking into account all the factors mentioned and the lack of progress of this action during the last meetings, it is recommended to withdraw this action from the work program of the CEP group and the OIV. Proposal adopted by the Group.

4.2. OIV training programme database

- 4.3.1. The Head of Unit “Economy and Law”, presented the current state and last decisions regarding the training program database. Two main aspects were pointed out:
- ✓ Due to the migration to the new website, the database is no longer active since September 2022.
 - ✓ The previous database was not exhaustive, not up-to-date, and difficult to navigate. Its implementation on the new website would represent a significant cost for the OIV, which is not foreseen in the general budget.
- 4.3.2. Like last year the discussion was about the importance of this data base for students allowing the training courses of less referenced countries to be highlighted and offering a guarantee of quality. It is also useful for decentralised countries whose training is the responsibility of the regions: sometimes there is no national database and this would also make it easier for students to research their own country.
- 4.3.3. The Head of Unit underlined that the eWG has not moved forward with a specific proposal on the format and precise information that this database should contain. It was also pointed out that without this specific proposal it is difficult to envisage continuing with this action and leading to a reflection on the financial aspects of including this database.
- 4.3.4. The OIV secretariat also highlighted that this database was already very little consulted, used and updated, reasons why it is recommended to stop this action taking into account these factors and the inactivity of the experts.
- 4.3.5. After discussion it was decided that the eWG have to present a proposal during the next meeting. Otherwise this action have to be removed from the working plan



4.3. Presentation: The works and orientations of UNESCO on culture, education and heritage OIV “training” initiatives/collaborations

4.3.1. Considering the new orientations of the CEP expert group, it was proposed to give a space this year to presentations which could present the main missions of UNESCO in the issues of heritage, culture and education linked to the vine and wine sector.

4.3.2. In this framework two presentations from Michèle Prats and Myriam Laidet from ICOMOS (International Council on Monuments and Sites), were made on the topic of “World Heritage and vitivinicultural landscapes”

4.3.3. The presentation highlighted the essential cultural role played by the vine and wine sector and UNESCO and its involvement in World Heritage and Viti-vinicultural landscapes.

4.3.4. Under the Convention on the Preservation of World Cultural and Natural Heritage, signed in 1972, UNESCO encourages, throughout the world, the identification, protection and preservation of cultural and natural heritage considered as having outstanding universal value (OUV) for humanity.

This specific OUV that characterizes the site should be demonstrated in the candidature Dossier : its preservation on the long run is the thread that should guide the site management. Once a site being inscribed – always on its request – the state party is responsible for its good management in front of UNESCO.

Currently, 1,199 sites, concerning 168 countries have been inscribed so far, among which 19 vineyards, all but one in Europe, under the category of sites or cultural landscapes,

4.3.5. It's presented the tentative list of sites: 7 other sites are on the tentative list: this is the list of state inscription projects, on which one must be inscribed before any application, a list that evolves regularly:

- ✓ Vjetrinica, Bosnia and Herzegovina (2004),
- ✓ Primosten Vineyard, Croatia(2017),
- ✓ The Villa System- Town-Fattoria in Chianti Classico Italy (2023),
- ✓ and last in Spain: La Rioja and Rioja Alavesa Vine and Wine Cultural Landscape (2013), Priorat-Montsant-Siurana (2014), the wine in Iberia(2018), The Mediterranean Facet of the Pyrenees : France & Spain (2004)
- ✓ While, two landscapes with cultivated vines were presented by the states only as Natural Landscapes: Chão d eCalde, in Cape Verde, while a very special and interesting viticulture method is still practiced on the flanks of the volcano and the Val de Cachaqui in Argentina.

4.3.6. A second Convention, signed in 2003, which does not correspond to the same objectives or the same rules, concerns the safeguarding of intangible cultural heritage and recognizes the need to “protect a living heritage that promotes dialogue between peoples, cultural diversity and human creativity”,

To date 730 elements in 5 UNESCO regions and 145 countries have signed this convention, and 6 skills or festive events relative to wine have already been listed:

- ✓ the «Georgian ancient method of winemaking in the kvevris» (2013)
- ✓ «the French gastronomic meal» (2010) inseparable from the presence of wine, but also festive events such as
- ✓ «the Cordoba feast of the patios»,

- ✓ the “Slava”, celebration of the feast of the saint patron of the family, Serbia (2014), ritual that begins with a glass of wine,
- ✓ "the feast of the winemakers of Vevey", Switzerland (2016),
- ✓ "the wine horses", in Caravaca de la Cruz, Spain (2020), an ancient tradition linked to a legend involving the transport of wine by horses that saved lives in the besieged citadel.

4.3.7. It was also presented the bodies responsible for implementing the 1972 Convention:

- i) the General Assembly of the States Parties to the Convention, which meets during the sessions of the General Conference of UNESCO. It is the political body, representing the different signatory states of the Convention, each state being represented by its Ambassador to UNESCO.
- ii) The World Heritage Committee: it is the political and decision- making body of the World Heritage. It meets once a year in a different country, and is composed of representatives of 21 States Parties to the Convention elected by their General Assembly, elected for a period of four to six years, with new members elected every two years. It decides whether a site is accepted for inscription on the World Heritage List, reviews reports on the state of conservation of listed sites, requests States Parties to take actions when sites are not properly managed, or it takes the decision to declare it at risk and may delist it.

4.3.8. It was also underlined that ICOMOS and UINC (International Union for Conservation of Nature) have the mission to carry out the evaluation reports for the nominations for the inscription and the states of conservation.

4.3.9. A research proposal was presented to the developed between the OIV and ICOMOS on the theme of “The landscape value as a resource to design the eco-climatic transition of a vineyard. A study to be carried out in European and non-European vineyards.

4.3.10. Regarding the proposal, this have to analysed by the OIV Secretariat and also by the CEP expert group.

4.4. Vitivinicultural Heritage - Presentation of Swiss Delegation and the working document

4.4.1. This point was divided in two presentations from Swiss delegation: The terraced vineyards of Lavaux registered on the World Heritage List in 2007 and The Fête des Vignerons de Vevey, UNESCO intangible cultural heritage.

4.4.2. The Lavaux site is currently registered because of:

- ✓ Well preserved landscape and buildings that demonstrate a continuation and evolution of longstanding cultural traditions, specific to its locality.
- ✓ Illustrates very graphically the story of patronage, control and protection of this highly valued wine growing area and played a significant role in the history of the geo-cultural region.
- ✓ Displays centuries of interaction between people and their environment in a very specific and productive way,

4.4.3. The site of Lavaux is currently facing numerous pressures that tend to threaten its heritage and thus its inscription: The urban pressure exerted by the two major urban areas, the loss of the site's identity as an economic sector and, changes in wine consumption patterns

4.4.4. Regarding the presentation of “The Fête des Vignerons de Vevey”, its main objective is brings together thousands of people from all over the region, of all generations and from all walks of life, to share the joy of living together and the love of the region, its skills and its traditions.

4.4.5. Currently very few traditions linked to viticulture, the vine and even fewer to wine are part of the Intangible Cultural Heritage of Humanity.

4.4.6. In a similar way to Lavaux, the “Fete des Vignerons” is confronted to risks that could jeopardize its registration with UNESCO:

- ✓ Disappearance of traditional winegrowers
- ✓ Winegrowing ceases to be a viable activity
- ✓ Loss of popular support, loss of motivation among tradition bearers, loss of support from the Vevey town and the region, lack of interest due to oblivion, funding problems, etc.

4.4.7. This point of the agenda was finished by the Head of Unit regarding the proposal for expertise collective document. The proposal aim:

- i) Study and recognition of the historical, cultural, landscape and societal heritage of the vitivinicultural sector through definitions and general principles on culture and heritage already existing and/or adopted by other organisations like UNESCO .
- ii) To address this in the form of a document that can compile some examples of “heritage” in the vitivinicultural sector. This compilation can be carried out on the basis of already existing “international recognitions”.
- iii) To evoke and highlight the existence of other vitivinicultural heritages in various regions of the world, which are not currently recognised internationally for various reasons, but which represent a testimony of preservation and dissemination of ancestral techniques and traditions surrounding the cultivation of grapes and their transformation.

4.4.8. The proposal was accepted by the group. The OIV Secretariat have to organise the next steps and the framework in order to present a new version of the document during the next CEP meeting in 2025.

4.5. OIV “training” initiatives/collaborations

4.5.1. Like every year, time is allocated in the agenda to present the objectives of the OIV master, and other collaborations that involve training aspects linked to the OIV activities.

4.5.2. Regarding OIV Master, Michel Bourqui (AUIV) provided information on the 35th academic year of the OIV MSc in Wine Management. Experts were informed of the program, number and origin of students and main challenges and results obtained.

4.5.3. Regarding International Law training, it was presented a project which aims to implement a course on International Law training in the vitivinicultural sector, in order to respond to the lack of tailor-made training in vine and wine law at global level. It could take the form of a seminar and also benefit OIV experts.

4.5.4. Regarding, OIV International course on ampelography, The Head of Unit “Economy and Law”, presented the course carried out in Chile, in December 2023, in collaboration with Wines of Chile. Like the 2nd Edition in 2022, this 3rd edition was a great success with around 30 enrollees from 15 countries. The OIV secretariat informed that the 4th edition will take place in July, 2025 Germany.



5. New actions

5.1. Evolution of the OIV Definition of the oenologist and his/her role Introductory

5.1.1. The Italian delegation presented an amendment to the resolution OIV-ECO 492-2013 in order to respond to the need for including clearer sustainability aspects on the text.

5.1.2. More precisely, in the “Part V: Analysis”, second bullet point, it was proposed to modify the text as follows:

“consider the ethical, including potential effects on consumer health, technical and sustainability aspects and develop proposals for measures in order to adapt production to needs and demands.”

5.1.3. The proposal was accepted by the group.

6. Point information

6.1. N/A

7. Proposals for future works

7.1. N/A

8. Any other business

8.1. N/A