

Structuring and development of the Montpellier vine and wine cluster (Languedoc-Roussillon)

OBJECTIFS

The project aims to define a communication strategy for the cluster in line with an identity that will also need to be defined. The aim is to set up communication tools to enhance the visibility and readability of the research, training and transfer system in the Vine and Wine field. It is also a question of defining the methods of organisation and leadership of the cluster to improve interactions between the teams.

ACTIONS

The project allowed :

- the definition of a communication strategy and target audiences
- the production of communication materials, in particular an Agropolis "Vine-Wine" file presenting the site's research-transfer-training system, as well as a paper brochure and slide shows.
- dissemination of the materials to groups of scientists, the sector and the institutions concerned

RESULTATS

The French version of the "Agropolis Vigne-Vin" dossier has been widely distributed in paper form (2000 copies) and is also available online where it has been downloaded more than 30,000 times. An English version of the electronic file is nearing completion.

The modalities for the animation of the Vine and Wine cluster have been specified.

PERSPECTIVES

The dynamics initiated and the data collected within the framework of the project will facilitate the consolidation of the cluster's communication system, which will be pursued, in particular, by setting up a Vine-Wine space on a SupAgro-INRA institutional website.

Responsable :

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Montant :

