

## Pôle Vigne-vin

### Structuration et valorisation du pôle vigne vin de Montpellier (Languedoc-Roussillon)

#### ABSTRACT

The Montpellier site brings together a leading scientific community on the Vine-Wine theme. In order to improve its international impact, it is important to support the structuring of this cluster and to promote it. Strengthening the readability and attractiveness of the Vine and Wine academic cluster requires the implementation of communication tools and coordination mechanisms for the collective.

**Year :** 2014

**Project number :** 1400-022

**Type of funding :** PC

**Project type :** SP

**Research units in the network :** AGAP ECO&SOLS INNOVATION ITAP LEPSE LISAH MISTEA MOISA SYSTEM

**Start date :** 2014-11-17

**End date :** 2015-08-17

**Flagship project :** no

**Project leader :** Bruno Blondin

**Project leader's institution :** InstitutAgro

**Project leader's RU :** SPO

**Budget allocated :** 15000 €

**Total budget allocated ( including co-financing ) :** 15000 €

**Funding :** Labex

#### GOAL

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.

#### ACTION

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

#### RESULTS

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.