

The global reference
for vine and wine

OIV |
Strategic Plan
2025 — 2029



International Organisation
of Vine and Wine
Intergovernmental Organisation

Introduction

The International Organisation of Vine and Wine (OIV) is an international intergovernmental organisation with a scientific and technical mandate for the vine and wine sector. In short, it is the global reference for vine and wine.

In 2024, the OIV celebrated the 100th anniversary of its founding. The Strategic Plan was developed with the aim of positioning the OIV for its second century, at a moment when the vine and wine sector faces many challenges, but that equally provided many opportunities. A strong awareness of the need for resilience in the face of climate change, evolutions in patterns of consumption, an uncertain global trading environment have shaped the Strategic Plan. Sustainability in all its aspects – environmental, social and economic – is at the core of our strategy.

This Strategic Plan sets out the vision, mission and priorities of the OIV for the period 2025-2029. Approved by the OIV Member States during the General Assembly held on October 18, 2024, the Strategic Plan covers not only scientific and technical priorities, but also organisation priorities intended to ensure that the OIV has the right structures and processes in place to deliver on its missions. The Strategic Plan was developed in close collaboration with the members of the Scientific and Technical Committee (CST) and of the Executive Committee (COMEX), who brought their proposals and vision during several dedicated working sessions throughout 2024. Like all scientific decisions of the OIV, it has been adopted unanimously by its Members.

This is the direction for the OIV for the next 5 years. As we move into the implementation phase, we will bring forward a renewed work programme and we will explore some activities beyond business as usual. We depend on the contribution of our Member States, of our experts and our observers to develop our works to support our Members and stakeholders in the vine and wine sector. I would like to express my profound appreciation for everyone who has contributed to this Strategic Plan and to the life of the OIV. The role of the OIV as the place where countries of vine and wine, either producers or consumers, come together to progress their shared interests is more important than ever!

John Barker, Director General of the OIV





1 | The International Organisation of Vine and Wine – OIV

This part is about the identity of the OIV. It establishes the Vision, Mission, Operating Principles and Values of the OIV based on the OIV Agreement of 2001.

2 | Scientific and Technical Priorities

This part sets out the strategic priorities for the scientific and technical works of the OIV. This is the framework within which the work programme of the OIV for the next 5 years will be developed.

3 | Organisation plan

This part sets out how the OIV will evolve its organisational structures, working processes and Secretariat activities in order to deliver on the Strategic Priorities.

1 | International Organisation of Vine and Wine — OIV



ion





1 | The OIV

Vision

The global reference for vine and wine

This vision simply and clearly expresses the aim of the OIV to be the authoritative international reference body within its field of competence. The OIV's mandate is scientific and technical. Its works draw upon the physical and biological sciences as well as social sciences, law and economics. Across all of its works, the OIV seeks to establish common points of reference, agreed by all Member states, to support the development of the vine and wine sector.

Mission

The mission of the OIV is set out in Article 2.1 of the OIV Agreement. It comprises 3 objectives:

Information | to inform its Members of measures whereby the concerns of producers, consumers and other players in the vine and wine products sector may be taken into consideration.

Cooperation | to assist other international organisations, both intergovernmental and nongovernmental, especially those which carry out standardisation activities.

Harmonisation | to contribute to international harmonisation of existing practices and standards and, as necessary, to the preparation of new international standards in order to improve the conditions for producing and marketing vine and wine products, and to help ensure that the interests of consumers are taken into account.

Operating principles

The OIV is an international intergovernmental organisation with a scientific and technical mandate. It operates on the basis of the following principles:

Representative | the OIV represents and acts in the best interests of all members across all categories of vitivincultural products and takes into account the different conditions that prevail in different Member States.

Science-based | the OIV's works are relevant, objective and based on scientific and technical excellence.

Consensus-based | the OIV promotes cooperative approaches and bases its decisions on consensus.

Best practices governance | the OIV is accountable, transparent and promotes best practice for an international intergovernmental organisation.

Added value | the OIV prioritises works where it can make a unique and valuable contribution to Members and the sector.

Integrity | the OIV always acts with integrity.

Inclusivity & diversity | the OIV recognises and welcomes the diversity of the vitivincultural sector around the world.

Sustainability | the OIV supports and promotes environmental, economic and social sustainability, endorsing and supporting the United Nations Sustainable Development Goals.

Values

The OIV applies the following values when carrying out its works:



2 | Scientific and Technical



Priorities



2 | Scientific and Technical Priorities



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The OIV structures its scientific and technical works around the 6 priorities, providing global and science-based leadership on the key issues facing the sector.



1. Coordinate approaches to sustainability



2. Promote **resilient** and **sustainable** viticulture



3. Adapt **oenology** & **production processes** to the future



4. Support all vitivinicultural products



5. Simplify international trade



6. Contribute to **consumer safety** and inform perspectives on vine, wine and society



Each of these Scientific and Technical priorities is of equal weight for the OIV, and the numbering does not imply a relative hierarchisation between the priorities.



2 | Scientific and Technical Priorities

1. Coordinate approaches to sustainability

The OIV promotes a coordinated approach to sustainability across the vine and wine sector, proposing common definitions and benchmarks, gathering and sharing information and best practices, and ensuring that the sector's commitment to sustainability is recognised at the international level. Within this priority, the key focus areas are:

1.1. Understand the global 'state of the art' on sustainability

1.1.1. survey existing vine and wine sustainability initiatives, programmes and measures in Member and non-member States to understand the current state of sustainability across the sector.

1.1.2. monitor ongoing developments and trends in sustainability in the vine and wine sector.

1.2. Promote shared approaches to sustainability

1.2.1. establish objectives, benchmarks and common terminology to ensure that the sustainability of the sector can progress from positions of shared understanding

1.2.2. encourage mutual recognition or acceptance between sustainability initiatives, programmes and measures, based on OIV works.

1.3. Support environmental sustainability

1.3.1. identify best practices, develop tools and information and share knowledge on environmental aspects of sustainability across the production chain giving priority to:

- a. biodiversity
- b. water use
- c. energy use and generation
- d. soil health and soil CO₂ emission
- e. management or re-use of waste and residues
- f. biotechnologies
- g. 'green' chemistry

1.4. Support social sustainability

1.4.1. develop tools and information to better understand the positive and negative social impacts of vitivincultural activities.

1.4.2. identify best practices, develop tools and information and share knowledge on social sustainability across the production chain giving priority to:

- a. diversity and inclusiveness
- b. moderate and low-risk consumption
- c. labour practices and work conditions

1.5. Support economic sustainability

1.5.1. develop tools and information to better understand the economic aspects of the sustainability of the vine and wine sector, with a focus on:

- a. the economic contribution of vitivincultural activities to regional and national economies
- b. the cost of and returns to grape growers and producers of vitivincultural beverages, particularly small and medium-sized enterprises
- c. vine and wine tourism as a sustainable pathway to enterprise viability and local economic development



2. Promote resilient and sustainable viticulture

The OIV promotes and supports viticulture that is both safe for producers and consumers as well as being resilient and sustainable in the face of the multiple challenges posed by climate change and the need to respond to shifting market demand. Within this priority, the key focus areas are:

2.1. Innovative responses to climate change in viticulture:

2.1.1. support measurement and monitoring of the impacts of climate change on viticulture.

2.1.2. promote innovative and sustainable vineyard practices, approaches and technologies to mitigate and adapt to the evolution of seasonal weather patterns.

2.1.3. promote innovative and sustainable vineyard practices, approaches and technologies to mitigate and adapt to the impacts of extreme weather, in particular:

- a. aridity, drought and fire
- b. heavy rains and flooding
- c. frost and hail



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2.2. Protect grapevines against significant pest and disease threats:

2.2.1. identify and evaluate pests and diseases presenting a significant threat to viticulture, whether globally or at a country level.

2.2.2. promote innovative and sustainable vineyard practices, approaches and technologies (both old and new) to minimise the spread and impact of significant and emerging pests and disease threats.

2.2.3. encourage collaborative approaches on biosecurity measures to minimise the spread of significant pest and disease threats.

2.2.4. develop understanding of safe, effective and sustainable use of agrichemicals and evaluation of alternative grapevine protection products and technologies.

2.3. Preserve and develop grapevine genetic heritage:

2.3.1. develop consistent and reliable data on grapevine varieties for use in the production of vitivincultural products worldwide.

2.3.2. maintain up-to-date guidance on the identification of grapevine varieties.

2.3.3. support the preservation and understanding of heritage varieties as sustainable options for adaptation to climate change, meeting market demand, and management of pests and diseases.

2.3.4. support the recognition of varietal diversity and old vines as technical and cultural assets for the vitivincultural sector.

2.3.5. evaluate resistant varieties and new breeding technologies as sustainable options for adaptation to climate change, meeting market demand, and management of pests and diseases.

2 | Scientific and Technical Priorities

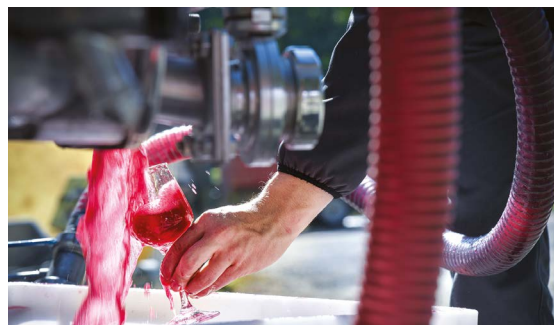
3. Adapt oenology & production processes to the future

The OIV promotes and supports oenology and production processes for vitivincultural beverages that are both safe for consumers and producers as well as being resilient and sustainable in the face of the multiple challenges posed by climate change and the need to respond to shifting market demand, while respecting the quality of vitivincultural products. Within this priority, the key focus areas are:

3.1. Support innovation and adaptation in oenology

3.1.1. develop recommendations on inputs, practices and processes used in the production of vitivincultural beverages from the receipt of grapes through to packaging, with the following priorities:

- a. protection of health and safety for producers and consumers
- b. technological/quality improvement on existing state of the art
- c. improved sustainability / reduced environmental impact
- d. adaptation to climate change
- e. adaptation to market demand



3.2. Support the authenticity and consistency of vitivincultural products

3.2.1. develop recommendations on methods of analysis and interpretation of analytical data, with the following priorities:

- a. protection of health and safety for laboratories and consumers
- b. improved sustainability / reduced environmental impact
- c. technological/quality improvement on existing state of the art
- d. consistency in laboratory practices and methodologies

3.3. Facilitate new production technologies and products

3.3.1. identify, assess and develop recommendations on innovative and sustainable technologies in production of vitivincultural products.

3.3.2. identify, assess and develop recommendations on innovative and sustainable uses of vitivincultural by-products.

3.3.3. identify and evaluate innovative products based on wine.

4. Support all vitivinicultural products

The OIV promotes and supports non-alcoholic products (table grapes, raisins, grape juices and other non-alcoholic beverages and by-products), wine-based and spirituous beverages across all OIV works. Within this priority, the key focus areas are:

4.1. Ensure consistent coverage of OIV works for table grapes, dried grapes, grape juices and grape nectars

4.1.1. review the application of OIV works to such products, taking into account the complementary works of other international organisations, and develop new works, or amendments to existing works, as required to ensure consistent coverage for such products.



4.2. Ensure consistent coverage of OIV works for vitivinicultural spirituous beverages

4.2.1. review the application of OIV works to such products, taking into account the complementary works of other international organisations, and develop new works, or amendments to existing works, as required to ensure consistent coverage for such products.

4.3. Ensure consistent coverage of OIV works for low and no alcohol vitivinicultural beverages

4.3.1. review the application of OIV works to such products, and develop new works, or amendments to existing works, as required to ensure consistent coverage for such products.



2 | Scientific and Technical Priorities

5. Simplify international trade

The OIV promotes and supports the development and sharing of information, and the harmonisation of approaches, to improve trade outcomes in the vine and wine sector. Within this priority, our key focus areas are:

5.1. Inform understanding of global markets and trade in vitivincultural products:

- 5.1.1. gather information and provide updates on developments regarding tariff and non-tariff regulatory measures.
- 5.1.2. develop qualitative and quantitative data and analyses on global trade patterns for vitivincultural products.
- 5.1.3. develop data and analyses on global supply/value chains for vitivincultural products and production materials.
- 5.1.4. develop information on sustainability issues in the trade of vitivincultural products.
- 5.1.5. develop information on innovation and technological advances in the market, including digital technologies to simplify labelling, certification and traceability.

5.2. Promote harmonisation of trade in vitivincultural products:

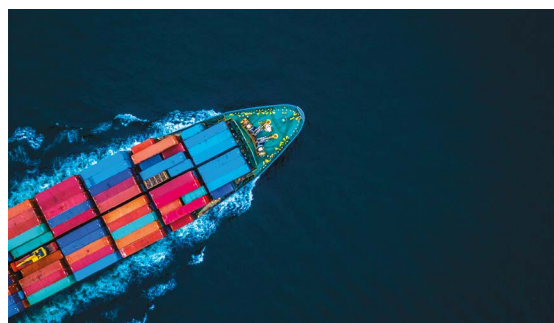
- 5.2.1. maintain up-to-date recommendations regarding winemaking practices, methods of analysis, product definitions and nomenclature, labelling, taking into account trade impacts.

- 5.2.2. promote recognition of the specific regulatory characteristics of vitivincultural products, including with non-member countries and intergovernmental organisations.

- 5.2.3. encourage acceptance and implementation of OIV resolutions in Member and non-member States.

- 5.2.4. identify opportunities for improved compatibility or harmonisation with respect to non-tariff measures, in particular:
 - a. actionable levels for substances (*de minimis*)
 - b. sustainability and environmental credentials
 - c. labelling
 - d. traceability
 - e. certification

- 5.2.5. identify opportunities for coordination and/or information sharing between countries to address trade in counterfeit vitivincultural products.



6. Contribute to **consumer safety** and inform perspectives on vine, wine and society

The OIV promotes and supports a global understanding of vitivincultural products in their economic, social, cultural, regulatory and health contexts. Within this priority, our key focus areas are:

6.1. Contribute to the safety and traceability of vitivincultural products:

6.1.1. review substances for use in the production of vitivincultural products to ensure food safety.

6.1.2. promote systems and practices for vitivincultural products to ensure traceability and food safety.

6.2. Promote understanding of the relationship between consumption of vitivincultural products and health:

6.2.1. develop and communicate information on the current state of scientific research on health and nutritional aspects of table grapes, raisins, grape juices and grape nectars, taking into account the social contexts of consumption.

6.2.2. develop and communicate information on the current state of scientific research on health aspects of wine and other grape-based alcoholic beverages, taking into account the social contexts of consumption.



6.3. Inform understanding of market trends, consumption patterns and consumer behaviour

6.3.1. gather global data and conduct statistical and economic analysis, with a focus on:

- a. generational changes in consumption of wine and other grape-based alcoholic beverages, including in comparison with other products*
- b. emerging markets for wine and other grape-based alcoholic beverages*
- c. markets and consumption patterns for fresh and dried grapes, juice and nectars*
- d. emergence of innovative vitivincultural products and their potential markets*

6.4. Promote recognition of the cultural contribution of the vine and wine sector:

6.4.1. develop definitions, methodologies and best practices for understanding and validating the cultural contribution of the vine and wine sector.

6.4.2. develop an inventory of cultural attributes of the vine and wine sector, with a particular focus on attributes of global significance.

6.4.3. promote international recognition of the cultural contribution of the vine and wine sector, including with relevant intergovernmental organisations.

3 | Organisation plan





3 | Organisation plan



Over the 5-year period of the Strategic Plan, the OIV will review and implement changes to its structures and working procedures in accordance with Article 2(o) of the OIV Agreement in order to deliver on its scientific and technical priorities, grow its membership and enhance its impact around the world.

OBJECTIVES



A. Align
OIV structures
with scientific and
technical priorities



B. Optimise
OIV working
procedures



C. Expand and
deepen key OIV
relationships



D. Grow beyond
business as usual



3 | Organisation plan

A. Align

OIV structures with scientific and technical priorities

The OIV will align the structure of Commissions, Sub-Commissions and Expert Groups with the Scientific and Technical Priorities of this Strategic Plan in accordance with the Internal Rules. Points for review will include:

- a. Re-structure** OIV works related to sustainability (including the SUSTAIN working group) to ensure that environmental, economic and social sustainability is a fully transversal subject.
- b. Review** the Sub-Commission on Table Grape, Dried Grapes and Unfermented Products to ensure that these products receive sufficient focus and expertise.
- c. Review** the BOISPI expert group to ensure that these products receive sufficient focus and expertise.
- d. Accommodate** the strategic focus on International Trade and encourage the participation of new expertise needed to support this focus.
- e. Accommodate** the strategic focus on Vine, Wine and Society and encourage the participation of new expertise needed to support this focus.



B. Optimise

OIV working procedures

The OIV will optimise its working procedures to ensure that they deliver on the expectations of Members for efficiency and accountability, in line with the Operating Principles and Values of the Organisation. The key actions proposed will be:

- a. Strengthen accountability and transparency:**
 - I.** Introduce a Finance Committee.
 - II.** Review OIV Internal Rules against comparable international intergovernmental organisations to determine best practices.
 - III.** Create a Code of Conduct for participants in OIV works.
 - IV.** Formalise the classification of all OIV works and their status
 - V.** Review financial structures to ensure fair and consistent funding.
- b. Focus on priority works:**
 - i.** Introduce procedures for prioritization of new and existing works and the pausing or elimination of non-priority or non-productive works.
- c. Improve transversality:**
 - I.** Introduce procedures to identify and address transversal issues at the point of initiation of a new work.
 - II.** Introduce procedures to better coordinate transversal issues between Commissions.

III. Review the role of CST to reinforce its position as the key coordination point on scientific and technical issues.

IV. Review the role of the Steering Committee within the OIV governance structures and clarify its relationship to CST.

d. Improve efficiency and productivity:

I. Empowering the Secretariat to work more proactively to develop scientific and technical dossiers in support of expert discussions.

II. Consolidate OIV Digital Transformation Plan and investigate new digital tools to improve efficiency.

III. Review procedures and timings for comments on draft OIV resolutions and other works, taking into account best practice in comparable organisations.

e. Optimise participation and engagement:

I. Develop an agreed policy for virtual and hybrid meetings based on consultation with all members and benchmarking against other international organisations.

f. Strengthen communication:

I. Develop a new communication strategy based around scientific priorities.

II. Develop new communication tools to support OIV's outreach including image technologies and new social networks.

g. Strengthen education and capacity building:

I. Develop education and tools to support scientific priorities and implementation of OIV works by members and the sector.

II. Explore opportunities to enhance compatibility between educational programmes and qualifications between countries.

h. Strengthen the capacity of OIV statistical operations to reinforce its status as the global statistical reference for vitiviniculture.

I. Explore the use of new tools, products and services including big data/AI and tools for representation and visualisation of data.

II. Build partnerships with other organisations and institutions for data collection and analysis.



3 | Organisation plan

C. **Expand and deepen** key OIV relationships

The OIV will focus on deepening its key relationships within and beyond the membership, in order to extend its impact and to share knowledge and capacity. The key actions proposed will be:

- a. Actively work to extend** membership and relationships with non-member States.
- b. Actively work to build** closer partnerships with key intergovernmental organisations of relevance to OIV priorities.
- c. Create a forum** for sectoral stakeholders to engage with the OIV on strategic issues.



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D. **Grow** beyond business as usual

The OIV will actively seek opportunities to expand its works beyond “business as usual” through the initiation of special projects that are aligned with scientific priorities and that allow the OIV to leverage its global position to coordinate activities that would not otherwise take place.

The OIV will investigate the feasibility of three projects in particular. It is envisaged that these projects would be primarily funded through voluntary funding by members or other partners consistent with its Operating Principles and Values, based on funding models used by other international intergovernmental organisations.

- a. The OIV will investigate** the establishment of a foundation to promote vine and wine research, and to provide training and capacity building, in order to progress global understanding and responses to key challenges facing the vine and wine sector.
- b. The OIV will investigate** the establishment of an international observatory on sustainability, to share knowledge and accelerate sustainability and adaptation to climate change across the vine and wine sector.
- c. The OIV will investigate** the coordination of an application to UNESCO for recognition of the global culture of the vine as an element of intangible cultural heritage.

Who we are

OIV, the global reference
for vine and wine

What we do

Information – Cooperation
Harmonisation

Our priorities

Deliver scientific and technical reference works focused on
key global challenges and opportunities:

1. **Coordinate
approaches
to sustainability**



2. **Promote resilient
and sustainable
viticulture**



3. **Adapt oenology &
production processes
to the future**



4. **Support all
vitivinicultural
products**



5. **Simplify
international trade**



6. **Contribute to
consumer safety and
inform perspectives
on vine, wine and society**



Our operating principles

Representative – Science-based – Consensus-
based – Best practice governance – Added value

Our values

Integrity – Inclusivity & diversity
Sustainability

Organisational structures and processes that maximise
efficiency and global impact:

A. **Align OIV structures
with scientific and
technical priorities**



B. **Optimise OIV
working procedures**



C. **Expand and deepen
key OIV relationships**



D. **Grow beyond
business as usual**



3 | Organisation plan

2025

2026

2027

Stage 1
Development of Discussion Papers
January 2025 to September 2025

Stage 3
Initiation
November 2025 to June 2027

Stage 2
Consideration and Approval
October 2025

Stage 1

- The OIV Secretariat will develop Discussion Papers for consideration by the CST and COMEX Objective A and Objectives B a-e, from which proposals can be developed by CST and/or COMEX in accordance with the Internal Rules.
- The OIV Secretariat will also carry out scoping work and develop

recommendations to be presented to the OIV Membership on taking the projects proposed in Objective D forward.

- The OIV Secretariat will progress the other Objectives according to the usual internal management and annual budget processes.

Stage 2

- The OIV will host a special meeting in October 2025 dedicated to in depth consideration and, if possible, approval of the proposals for implementation of the organisational objectives, alongside the Extraordinary General Assembly proposed for that month.

Stage 3

- The OIV will initiate the proposed updates to OIV structures and working processes agreed by the General Assembly, taking into account existing timeframes (e.g. elections for Commissions, sub-Commissions, Expert Groups) and the need to maintain the continuity of priority works.

IMPLEMENTATION

The process of implementing the OIV’s organisational objectives is contingent upon the approval of the Strategic Plan. The process of review and, if necessary, amendment will be conducted in accordance with the OIV Agreement and Internal Rules.

27 2028 2029

Stage 4 Review

July 2027 to
October 2027

Stage 5 Moving Forward

July 2027 to
December 2029

- The OIV will seek expressions of interests, build project teams, instigate project planning and initiate any projects approved by the General Assembly under Objective D.

Stage 4

- A special committee will be formed to review the progress on the updated structures and working processes and any projects underway, which will report to the General Assembly in mid-2027.

Stage 5

- Recommendations from the review process will be implemented.
- Special projects will be progressed.
- Strategic Plan 2030-2034: a next quinquennial plan will be developed and approved.



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of Vine and Wine**
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