

GENERAL PRESENTATION OF THE PROJECT

Project title: **University training VINE & WINE France-Kosovo**

Project leader (*for the lead institution*): **Jean-Philippe Roby**

Position : **Teacher and researcher in viticulture**

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Type of action(s) proposed: EXPLORATION: exploratory missions, methodological studies, capacity building, technical conferences, joint publications etc.

Partners: presentation and contacts of identified academic and non-academic partners;

Project Lead Organisations :

Public/private higher education institutions / Research centres partners :

France :

Name : National School of Agronomical Sciences (Bordeaux Sciences Agro)

Address : 1 cours du Gal De Gaulle - CS 40201 33175 Gradignan Cedex

Web site : <https://study.agro-bordeaux.fr>

The National School of Agronomical Sciences (Bordeaux Sciences Agro) is the agronomic engineering school of Europe's largest agricultural region: Nouvelle - Aquitaine.

It offers training, research and development activities and participates in the challenges of agriculture, agro-ecology, food, forestry and wood. These major issues of society, security and economic competitiveness are at the heart of international, European and national priorities. At a time when society's expectations of agriculture and food are high, one of the major challenges for the school is to train young engineers who are capable not only of accompanying the transformations of these sectors, but also of being the real actors of these changes.

Bordeaux Sciences Agro offers various degrees specialising in viticulture:

- **Agricultural engineer:** viticulture and oenology course, vitimanager, with the possibility of following these courses in apprenticeship.
- **Master's degree:** master's degree in vine and wine (with the Institute of Vine and Wine Sciences), master of science vineyard and winery management, European master's degree Vinifera, which trains future European wine company managers (vineyards, laboratories, managers, consultants, etc.)
- **Bachelor's degree in viticulture and enology :** a course leading to a qualification specialising in viticulture and oenology in 10 months, including a 3-month of internship in a company, accessible to students in initial training as well as to professionals in continuing education.

Bordeaux Sciences Agro's policy of international openness is reflected in a complete range of courses offered in English (Degree in wine engineering and management, European Master's degree in

Vinifera, Master of science vineyard and winery management, bachelor's degree) and is reflected in a priority goal which consists of giving the school, through its teaching staff, its research teams and its training programmes the international dimension and openness necessary to meet the new challenges of higher agronomical education (globalisation of trade and markets, integration of mobility into careers, meeting future food needs, preservation of natural resources, adaptation to and mitigation of climate change, development of territories.)

Kosovo :

Name The university « UkshinHoti », Faculty of Life and Environmental Sciences of Prizren, Kosovo
Address : 1 Shkronjat, Prizren 20000

Web site : <https://www.uni-prizren.com>

The University "UkshinHoti" of Prizren was founded in 2010 following the decision of the Government of Kosovo to establish the university. It is an academic and competitive institution whose main mission is to provide quality education by conducting scientific research and contributing to innovation, in line with the demand of the labour market and contribution to the community where it operates locally, nationally and beyond. With its ethnic, linguistic and cultural diversity, the University "UkshinHoti" of Prizren aims to become a centre of academic excellence that will serve students, researchers and society in the fields of computer science, food-processing industry and environment, management and administration, justice, linguistics and education. Within the University "UkshinHoti" Prizren, the Faculty of Life and Environmental Sciences (FLES) was founded in 2016 to meet a market demand for training specialists in the field of agribusiness management.

The FLES offers degree courses (*Agribusiness, Forestry and Environmental Sciences*) and master courses from 2021 (*Agribusiness Management and Integrated Forest and Environmental Management*).

The FLES maintains close links with the manufacturing, food-processing, management and trade industries, the forestry industry, and structures linked to environmental protection and, despite limited resources, endeavours to offer students the opportunity to participate actively in research work (co-organisation of scientific conferences, involvement in the activities of the Centre for Innovation and Employment, etc.). The University "UkshinHoti" cultivates an international links and as such has already been involved in European projects such as FAITH, HORIZON 2020, ERASMUS+ in order to benefit from expertise, experience sharing and European know-how to strengthen the skills of the teaching teams and students and thus contribute to the development of the community.

The Faculty of Life and Environmental Sciences wishes to go in this direction and develop student exchange programs with other European countries so that they can gain maximum experience and continue to develop the wine industry and wine tourism in Kosovo.

University Campus is located in Prizren, 27 km distance from Rahovec otherwise is known as the capital city of viticulture in Kosovo.

FLES has established the Industrial Advisory Board (IAC) for cooperation and interaction of the faculty with the business community and external stakeholders. In this agreement students from last year of the studies do their internships in different agribusiness companies included wine making companies in Rahovec.

The Bachelor study program "Agribusiness" is a three-year study program following the study criteria of the Bologna system consisting of 6 semesters with a total of 180 ECTS. During the last semester students will attend their professional practice (internship) throughout the semester and they will be supported continuously by the public-private enterprises which are represented by the members of the Industrial Advisory Board of the FLES. The main objective of Agribusiness program is to prepare specialist with profound theoretical and professional knowledge, capable to be well-oriented in the fields of agribusiness, to understand management aspects and regulatory boards of the Agribusiness sector.

Part of the program are subjects/courses related to agribusiness and rural economy such as farm management, marketing of agricultural products, rural tourism management and viticulture and enology.

In each course students learn about local products which has potential for export and increase a regional sustainable economy and indeed part of this is wine, and promotion of rural tourism through wine.

Description of the project:*summary, starting situation and general problematic, justification of the project in light of the partner institutions, the country and the region; interest of the project in relation to the public policies of higher education and research of the partner countries; identification and anticipation of possible difficulties.*

1. Presentation of the vine and wine ecosystem in Kosovo

The Balkan region has a very long family tradition of grape growing and wine production, dating back to Roman times.

The Kosovar vineyard currently covers 3,200 ha, 80% of which is around the municipality of Rahovec, compared to 9 to 10,000 ha before the war 20 years ago. The conflict has had a strong impact on wine production and has destroyed many vineyards and wine-making buildings.

Several thousand small, often older, winemakers, often with less than 1 ha, still share this vineyard in 2019 and sell the grapes to 31 wineries, mainly family-owned and produced for several generations, but also by new investors. This number of wineries is increasing every year. They play the role of wineries, cooperatives (now totally absent from the Kosovar wine landscape) and traders. The Association of Kosovo Wine Producers: ENOLOGJIA founded in 2008, brings together some twenty wineries and aims to be the guarantor of common interests and an actor in the regulation of the internal and external market, fighting against the illicit sale of brandy.

Every year since 2005, wine has taken centre stage at the Hardh Fest festival ([https://www.behance.net/gallery/42881333/HARDH-FEST-2016-\(Creative-Campaign\)](https://www.behance.net/gallery/42881333/HARDH-FEST-2016-(Creative-Campaign))) which takes place every year in Rahovec/Orahovac in the first week of September to celebrate the beginning of the grape harvest. It is a very important and highly symbolic event as it is patronised by the President of the country who opens the festival with a speech and cuts the first grape, thus officially opening the harvest. It is a festival that combines cultural traditions (painting exhibitions in the wine house, traditional music concerts) and tastings, vineyard visits, election of Miss Grape, the competition of the foot ...and brings together more than 30,000 participants over a weekend.

Wine is almost the only export product of Kosovo, so it creates value, image and employment and appears to be a strategic product for this country.

Kosovo is a young country, with the highest demography in Europe, while being the poorest on the continent (minimum salary 150€/month). Even if young people seem to massively dream of the capital (which is seeing its population increase very quickly) and of leaving the country for Western Europe, which already has a strong Kosovar diaspora (Germany and Switzerland in particular), many seem attached to the family land and to agriculture.

There is therefore no shortage of hands, and they wish to continue working in this sector, to take over and reinvest in the family farm and to live in the countryside. The long secular tradition of agricultural and wine production, passed down from generation to generation, and the professional agricultural high schools, allow them to arrive with a minimal training but which still seems too theoretical, not very connected to contemporary realities and not enough technical-practical. The large operators in the sector have already expressed their difficulties in finding trained, efficient, motivated and competent labour force.

In addition, following a TAIEX expert mission in 2018 (European Commission Technical Assistance and Information Exchange Instrument) recommendations were made to Kosovo to develop the future of the wine sector and Kosovar wine tourism which has great potential. These recommendations agree that further assistance is needed. This assistance is aimed at three areas: the creation of quality indicators with regard to vertical coordination, the creation of market knowledge and assistance in education and research. In sum, it was concluded that the potential for the development of the sector and wine tourism is based on the youth (they know how to use technology, promote products, collect and present information to consumers), on the beautiful landscapes and vineyards and on the cultural traditions of Kosovo.

2. Presentation of higher education specializing in the vine and wine sector in Nouvelle-Aquitaine Region

The Nouvelle-Aquitaine Region is the leading agricultural region in France with 76,409 farms (2016), and the leading European area in terms of value of agricultural production, the leading region for livestock farming (beef cattle, goats, sheep), considered as the third largest vineyard in Europe, the leading region in France for many fruits and vegetables and for large-scale crops (maize, sunflower), the second region in France in terms of surface area dedicated to organic farming, possessing a leading agriculture for official signs of quality and origin: 218 signs (PDO, PGI, Label rouge...). These results are possible thanks to a trained, qualified and efficient workforce and therefore through education and training.

Agricultural education in France, under the Ministry of Agriculture, covers secondary and higher education in agronomy, oenology, horticulture, environment and veterinary medicine. The number of students and apprentices exceeds 210,000, 62% of students and 72% of apprentices are in public institutions.

In the wine industry, Bordeaux (considered to be the world's wine capital in the heart of the world's leading wine-producing region) has quality training centres ranging from HND equivalent, engineering to doctorate level.

Alongside Bordeaux Sciences agro, the Institute of Vine and Wine (ISVV (<https://www.isvv.u-bordeaux.fr/en/>)) which is also part of the University of Bordeaux is a unique centre of excellence dedicated to research and training in vine and wine sciences. The ISVV is a multi-disciplinary and international centre for research, higher education and development which houses a community of 250 researchers, 600 students including 60 graduate oenologists and 160 trainees in continuing education each year.

ISVV is the coordinator of the international network Oenoviti and the founder and host of the international journal Eone One. To meet the needs of the industry, ISVV offers a wide range of technical training courses from Bac+3 to Bac+5 (national diploma in oenology, master's degree in vine and wine sciences, professional degree in Eonocontrol, professional degree in oenotourism and master's degree in wintour). The courses offered at the ISVV are also available to professionals in the sector who wish to continue their training and thus broaden and strengthen their skills.

The EPL Bordeaux – Gironde (<http://www.formagri33.com/epl/>) is made up of several establishments, including the Blanquefort agricultural and viticultural high school, and offers two-year HND equivalent courses in viticulture and oenology, which can be completed after the baccalaureate with a professional degree, an agricultural engineering diploma or even a master's degree.

BSA, ISVV and the Blanquefort agricultural viticultural college base a large part of their teaching on practice (in companies during internships or apprenticeships) and, above all, manage wine estates located in prestigious appellations (Haut-Médoc Cru Bourgeois, Montagne Saint-Emilion, Sauternes, Pessac Léognan) where the students produce their own wines under the supervision of the educational teams of the structures. These wines are then marketed under the labels Château Dillon (EPL Bordeaux - Gironde), Château Grand Baril and Château Real Caillou (EPL Bordeaux Gironde), Château Luchey-Halde (BSA), Château La Tour Blanche (EPL Bordeaux-Gironde).

These training centres specialising in winegrowing are at the heart of a solid vine and wine ecosystem composed of national and international reference players such as :

- Analytical laboratories: Vinopôle (<https://www.vinopole.com>), Oenocentres Pauillac (<http://pauillac.oenocentres.com>) ;
- The INRAE Bordeaux Aquitaine (<https://www.inrae.fr/en/centers/nouvelle-aquitaine-bordeaux>) which conducts research on adaptation to climate change and resistant grape varieties in particular;
- Vinitech-Sifel (<https://www.vinitech-sifel.com/en>) : the world exhibition of equipment for the vine, wine, fruit and vegetable and arboriculture sectors;
- The Inno'Vin cluster (<http://innovin.fr>) : cluster of the wine industry in the Nouvelle-Aquitaine Region, which today brings together nearly 180 players in the industry and whose aim is to promote innovation in wine growing
- The Cité du Vin (<https://www.laciteduvin.com/en>) : Museum of Wine and Wine Civilizations is a unique cultural site dedicated to wine as a universal and living cultural heritage.
- Interco Nouvelle-Aquitaine (<https://interco-international.com/en/>) is the international cooperation agency of the Nouvelle-Aquitaine Region and supports the economic actors of the sectors of excellence of the Nouvelle-Aquitaine Region in their international projects. In this respect, Interco has been working alongside the vine and wine sector for many years, with companies as well as research and training centres. Interco Nouvelle-Aquitaine is involved in international cooperation projects with Vinitech-Sifel, Inno'Vin, BSA and ISVV and has a partnership agreement with Bordeaux Sciences Agro to work on the international development of the school.

3. Wine links between Nouvelle-Aquitaine Region and Kosovo

The Nouvelle-Aquitaine Region and Kosovo share this long tradition around the wine industry which represents a strategic axis for the economy of these two territories. Indeed, Kosovo wines are already represented at the Cité du Vin, allowing visitors from all over the world to conclude their visit with a tasting of a Kosovo wine.

Links have already been established between the Blanquefort agricultural and viticultural high school and the University of Prizren in 2019 during a field mission to Kosovo in order to carry out both a diagnosis of the Kosovar professional and university school system and a technical and economic analysis of the wine sector with a view to detecting possible avenues of cooperation. This mission allowed the meeting between the different actors of the Kosovar wine industry and education and the New Caledonian experts: technical visits, workshops, conferences and discussions allowed a complete analysis of the professional and university school ecosystem and the wine industry, its strengths, weaknesses and possible areas of improvement. Following this first mission in the field, all the actors involved expressed the wish to continue to cooperate and to develop actions allowing a sharing of experience, knowledge and good practices. This first meeting allowed the detection of needs and, above all, awakened the desire to deepen the cooperation.

General and specific goal, targeted audience and final beneficiaries;

The goal of this Franco-Kosovar cooperation project is to promote the development of the vine and wine ecosystem in Kosovo by contributing to the consolidation of the specialized training offer by relying on the expertise of France and Nouvelle-Aquitaine Region in particular in the field of training in wine growing. Through this cooperation project, the aim is to participate in the international influence of the French higher education system in general and the Bordeaux Sciences Agro engineering school in particular.

More specifically, the aim will be to collect local training needs and to build a training offer adapted to the local context and to the needs of the market, based on the French model which combines both theoretical and practical teaching (internship, VET course), initial and continuous training.

The first step will be to make an inventory of the strengths and weaknesses of Kosovar education in the field of vine and wine and to carry out awareness-raising and consultation actions between all the actors concerned (teaching staff, teachers, students, researchers, producers' associations, wine-producing companies) in order to link training and the professional world by setting up practical time in companies like in the French wine training for the students who will follow these courses in Kosovo.

It will also be a question of setting up permanent exchanges between BSA and its partners and the University of Prizren and its partners in order to establish the framework and prepare the organization of student mobility between the different establishments in the future (internships, study trips, Erasmus+...).

The direct beneficiaries of this project will be the teachers of the Faculty of Life and Environmental Sciences (FLES) Prizren but also the students so as to contribute to the training of a qualified workforce to give the opportunity to young people who wish to work in this sector to take over, reinvest and perpetuate the family farms and to live in the rural area. The challenge is also to encourage other young people who do not come from this environment to work in the wine sector, to create companies and thus to make the sector more dynamic.

Local companies will also benefit because they will be consulted and involved in the process in order to build a course adapted to the needs of the sector and will be able to host students on internships to participate in the technical training of future generations and themselves take part in training sessions, go and speak at conferences at the University of Prizren.

Methodology for achieving these goals and the main assets that the promoter believes he has at his disposal to carry out the project, particularly with regard to previous experience in this area.

In order to achieve these goals, Bordeaux Sciences Agro will be able to rely on the technical expertise of its teaching staff but also on the know-how of key players in the Bordeaux vine and wine industry (Inno'Vin, ISVV, l'EPL Bordeaux-Gironde, Vinitech-Sifel, Interco Nouvelle-Aquitaine...).

1. **Expert mission to Kosovo (September 2021- 4 experts -5 days):** French experts from the University of Bordeaux (BSA and ISVV) and the Blanquefort high school will travel to Kosovo (5 days) to meet their counterparts from the University of Prizren on the occasion of the **Hardh Fest 2021** festival. During the festival, **the wines of the châteaux of the high schools and BSA** (Château Dillon, Château Real Caillou, Château Grand Baril, Château la Tour Blanche, Château Luchey-Halde) will be **available for tasting on a stand**. In parallel to the participation in the festival, which will allow the French experts to understand and **meet the major actors of the vine and wine ecosystem** of Kosovo, **working meetings and workshops** will be organised with the teaching teams of the university. The French experts will also be able to lead **a technical conference in viticulture and oenology** for the students of the University and the professionals of the sector in the University of Prizren. These working sessions will also be punctuated by **visits to wineries** and wine-producing

companies, and networking sessions to meet professionals. To organise this mission, the experts will be able to count on the know-how of Interco Nouvelle-Aquitaine, which will work closely with the staff of the University of Prizren dedicated to the project to set up the mission (planning of visits and meetings, hotel logistics, aeroplanes, transport, etc.). Following this mission, **recommendations and advice** will be made by the French experts in a report and **an article** on the French wine training model for the development of training in Kosovo will be co-authored by the French and Kosovar experts. A **webinar of restitution** gathering all the actors involved on the Kosovar and French sides will be organised one month after the return of the mission.

2. A first **technical webinar** will be organized one month after the mission to Kosovo (half a day) in order **to present the offer and the organization of wine training in France and in Kosovo**. On the Nouvelle-Aquitaine Region side, the emphasis will be placed on VET courses, internships... Companies that welcome apprentices and students on internships will be invited to testify. On the French side, experts from BSA, the Bordeaux Blanquefort high school and companies will be invited to speak. For Kosovo, experts from the University of Prizren will be mobilized as well as some companies to testify speak about the classes they currently teach, they actual organization and they needs and projects for the future. This webinar will be an opportunity to go further the first diagnosis made by French experts in Kosovo and will help working on the curricula program and structuration of the training.
3. **Reception of 2 experts from Prizren university in BSA (2 experts - February 2022 – 5 days)** Bordeaux sciences Agro will welcome 2 experts from the Faculty of Life and Environmental Sciences (FLES) during one week to work on the theoretical education in viticulture and enology, visit and explain the work of research labs, visit the school's vineyards and Château...the aim of this mission is that experts from BSA and FLES work together to see how they can adapt the French programs of training to Kosovo (theoretical and practical education) and start building training programs for Prizren university.
4. **Online classes for the students of the Faculty of Life and Environment (2 classes of 2 hours each – April 2022)** :BSA, ISVV and EPL experts will give 2 online technical conferences in English on viticulture and enology for the students of the FLES. The subject and program of each conference will be chosen according to the needs of the students and will be discussed and decided with the experts of Prizren university during their visit in Bordeaux in February 2022.
5. **Expert mission to Kosovo : 1 BSA expert in Prizren University (May 2022 – 5 days)** : the aim of this visit is to go further in the work about curricula programs and to meet with all structures and wineries to present them the project and see if they could be interested in signing agreements with the faculty to welcome students in internships, come to faculty to give conferences...Another important objective will be to discuss the opportunity for the faculty to grow his own vineyard and to acquire a plot which will be used as an educational tool to teach students practical vineyard management (soil management, planting, treatments, pruning...).
6. **Technical webinar**(2 hours – October 2022) will be organized between all the stakeholders of the project to speak about the chosen options on curricula programs to improve the training of the Faculty of Life and environmental Sciences in vine and wine sciences with French and Kosovar students' testimonies, a short video showing the harvest at Château Luchey-Halde, Bordeaux France.
7. **Reception of a delegation from Kosovo in Nouvelle-Aquitaine Region**: a delegation from the University of Prizren and some professionals from the Kosovo wine industry will be welcomed by BSA and its partners in Bordeaux during the **2022 edition of the Vinitech-Sifel trade show** (29 November - 1 December). Interco Nouvelle-Aquitaine will organise a tailor-

made programme for the delegation: **visit of the trade show** (participation in technical conferences, meetings with exhibitors, networking at the International VIP club...), **visit of the ISVV, BSA, INRAE, Vinopôle and the châteaux where the students of these different structures produce their wines**: Château LucheyHalde, Château Dillon, Château Grand Baril... At the show, the country will be honoured through a tasting organised on a **stand dedicated to Kosovo** in the international village of the show. This mission will be an opportunity to **visit the Cité du Vin** and to meet the teams in charge of international partnerships in order to **strengthen the existing partnership**. This visit could end with **the signing of an Mou** between the French and Kosovar project leaders. Following the mission, **an article** will be written and published in the specialized press and on social networks where both French experts and members of the Kosovo delegation will testify.

Expected results with quantified outcome indicators and end-of-project situation

LEARNING

- 3 Webinars
- 2 online classes given by French experts for the students of the Faculty of Life and Environmental Sciences of Prizren
- 1 technical conference given by French experts in Prizren University

FIELD EXPERIENCES

- 4 Field missions (2 Mission in France and 2 Mission in Kosovo)
- 10 technical visits
- Participation in 2 events dedicated to the wine industry in Kosovo and Nouvelle-Aquitaine Region
- 1 wine tasting of the wines of BSA, EPL Bordeaux-Gironde educational institutions in Kosovo
- 1 Kosovo wine tasting stand in Nouvelle-Aquitaine Region

ANALYSIS AND REPORTS

- 1 article on French training engineering for the Kosovar wine industry co-authored by French and Kosovar institutions published in two languages
- 1 article on the France-Kosovo cooperation project financed by the Solidarity Fund for Innovative Projects, Civil Societies and Human Development of the Ministry of Europe and Foreign Affairs
- Dedicated Facebook, LinkedIn and Instagram pages will be created
- 1 diagnosis of the agri-viticultural training offer in Kosovo (report of the French experts following the first mission to Kosovo)

AGREEMENTS

- 2 agreements signed between wineries and the faculty of Life and Environmental Sciences to organize internships
- 1 MoU signed between BSA and the University of Prizren

Condition for the sustainability of the project once the FSPI funding has ended;

- The signing of an MoU between BSA and the University of Prizren to continue cooperation in this direction.
- Exchange of trainers and/or students between the participating institutions in France and Kosovo Project: BSA and the University of Life and Environment of Prizren, Kosovo

Detailed budget (table attached to this call for proposals filled in): details of all project costs, specifying the partners' contributions (financial, human resources, material contributions, etc.)

Timetable of activities: activities can start once the agreement with the EIF operator has been signed and must be completed by the end of November 2022.

Annexed documents:

- * letter of agreement between the French and Balkan partners ;
- * proof of their collaboration and commitment to the co-construction of the project;
- * letter of commitment from the non-academic partners

* letter of commitment concerning the assumption of co-financing signed by the representatives of the institutions/structures involved;

* curriculum vitae of the project leaders

* any other document that the applicants consider useful to bring to the attention of the MFA;