THE WINELAB PROJECT WINEHACKATHONS

18 April 2018 Austria
Title: Current Topics in International Wine Business
Organising partner: IMC Fachhoschule krems GmbH, Austria
Participants: 28 BA students "International Wine Business". 10 winemakers, 2 Researchers, 1 member of the Austrian Wine Marketing Board

The Hackathon was held on the 18th of April 2018 in the ancient castle "Gozzo Burg" at the IMC Fachhochschule Krems. The students from the study program "International Wien Business" had the chance to work on different topics through out the day and came up with new ideas how to overcome problems in the wine business. The generated ideas were related to the topics Sustainability, Knowledge Alliances, Vineyard Classification and Young Wine Drinkers: Preferences and Behaviors. The day was clearly structured in two sessions. The morning session gave the students the chance to present their prepared ideas to the professionals they invited. Every group came up with new ideas and solutions to existing problems related to those fields.

In the afternoon all ideas were discussed and developed further with representatives of the wine industry of Austria. The students got the chance to directly discuss their issues and ideas with representatives of the wine industry. The input they could get was directly transferred into new ideas that were presented in the very end of the day. Already within this one day a transformation of the ideas was visible.

The students showed a lot of effort when creating their new ideas and put a lot of work in the presentation of those. The students also reported, that the very open framework within the topics was very helpful to come up with creative solutions and ideas to existing problems. The industry representatives and vintners were very impressed by the ideas of the students and showed a lot of effort when explaining possible problems and issues with the presented ideas. The communication between the students and the professionals worked perfectly and the vintners appreciated the great motivation the students showed.

! it was a great opportunity to give those open topics as students were not hindered in their creativity

! giving only 1 or 2 general topics instead of 4 could have helped to even more increase the discussion between the participating teams

! overall the event was very successful especially in bringing together students and the industry. Many of the students are still in contact with the vintners and are also discussing about possible internships or similar in the future.

18 April 2018 Greece
Title: Drama as a wine tourism destination
Organising partner: Eastern Macedonia and Thrace Institute of Technology (TEIKAV)
Participants: 20 HEI of Oenology, 15 winemakers, 8 Researchers, 13 stakeholders (policy makers, Greek Parliament, Business Chamber, Journalists)

The first Greek Winethon has taken place in Drama, on March 27, 2019. The title of the hackathon was "Drama as a wine tourism destination". The participants had the chance to work on the advantages and disadvantages of Drama as a tourist destination and came up with new ideas how to improve the region's attractiveness to tourists Call for participation to competition has been opened 3 weeks to date for individuals. Groups were composed the day of the Hackathon, by min 5 up to 10 participants, of which min 1 should be a higher education students, 1 expert/professional in wine or tourism, min 1 a researcher or teacher. 5 groups were composed and participated at the event for a total of 40 participants.

A Google form was opened to facilitate registration of participants. The hackathon lasted one full day. The day was structured in two sessions. The morning session gave the participants the chance to listen to the invited professionals. At the evening session groups were composed and each group prepared their ideas, which was subsequently presented to the public. Every group came up with advantages, disadvantages and new ideas and solutions to 4 selected topics.

The generated ideas were related to the topics :
- Identity – Wine destination
- Infrastructure
- Connection of local gastronomy to local wines
- Promotion of local wine

After that, all ideas were discussed and developed further with representatives of the wineries and policy makers. The students got the chance to directly discuss their issues and ideas with representatives of the wine industry and regional administration. The input they could get was directly transferred into new ideas that were presented in the very end of the day.

The proposal of the groups have been evaluated by a committee composed by:

- Four university professors (two from University of Thessaloniki, two from the Eastern Macedonia and Thrace
Institute of Technology (TEIKAV)
- 2 officers of Regional Agency for Agriculture of Drama Region
- 1 professional of wine – president of Union of local wine-makers
The prize was a set of wines from local wineries for each participants of the winning team.

The participants showed a lot of effort when creating their new ideas and put a lot of work in the presentation of those. The students also reported that the format of the hackathon was interesting, the instructions were clear, the location was very central, the organization was very good and they especially appreciated the opportunity to meet and hear experiences from professionals.

The industry representatives were very impressed by the ideas of the students and showed a lot of effort when explaining possible problems and issues with the presented ideas. The communication between the students and the professionals worked perfectly and the winemakers appreciated the great motivation the students showed. Overall the event was very successful, especially in bringing together students and the industry.

3-4 March 2018 Italy
Title: "EnogastroMARCHEting – progettare una destinazione sostenibile"
Organising partner: University of Macerata
Participants: 20 HEI students, 10 winemakers, 10 Researchers, 32 stakeholders (policy makers, oenologists, companies and associations in the winr sector of the Marche region)

The first Italian Winethon has taken place in Fermo, on March 3 and 4, 2018 in the frame of the fair Tipicità, devoted to wine and food in the Marche Region. The title of the hackathon was "EnogastroMARCHEting – progettare una destinazione sostenibile" (first word is a kind of acronym that includes the words oenology, gastronomy, Marche and marketing): the challenge for the competing groups was to design a format to present the Marche region as sustainable destination for food and wine. Call for participation to competition has been opened one month to date for groups only (individual enrolment was not allowed): groups needed to be composed by min 3 up to 8 participants, of which min 1 should be a higher education students, min 1 an expert/professional, min 1 a researcher or teacher. 8 groups were enrolled, 6 actually participated the event for a total of 40 participants.

A Facebook page was opened to facilitate formation of the groups (https://www.facebook.com/groups/157116501603056/).

The hackathon lasted two days. The proposal of the groups have been evaluated by a committee composed by:

- Four university professors (one from the UNIMC, one from the University San Raffaele in Rome, one from the University of Leicester, UK, one from Polytechnic University of Marche)
- 2 scientific officers of Regional Agency for Innovation in Agriculture of Marche Region
- 1 professor of viticulture and enology of the High School in Agriculture of Macerata

The group "Cin cin team" gained the competition with a project called "March&Go" whose aim is to develop a new APP to discover Marche region through user-generated content. The prize was a "wine experience weekend" in the Region Tuscany.

29 March 2019 Hungary
Title: How to manage seasonality in wineries?'
Organising partner: University of Pannonia, Veszprém
Participants: 27 HEI students, 5 Lecturers, 4 professionals from the wine sector

In line with the discussion with stakeholders, the main topic of the event was 'How to manage seasonality in wineries?' Participants could:

- elaborate solutions for an existing and actual problem (what kind of tourism product /experience could be attractive outside of the main season, how wineries can communicate / reach target groups, what kind of resources / knowledge wineries need, and how this can be integrated into the daily routine of the wineries)
- team work with the support of professionals (each team had a tutor – professionals of HEI or wine business)

get an insight into the relevant practise (supported by presentations)

24 October 2019 Transnational
Title: The Millenials Wine Challenge
Locations:
- Austria: the ancient castle "Gozzo Burg" at the IMC Fachhochschule Krems.
- Greece: Kouros Hotel, City of Drama, Drama Region, Eastern Macedonia and Thrace, Greece
- Hungary: Pannon Egyetem (Veszprém)
- Italy: Santa Chiara Lab, University of SienaUniversity of Pannonia, Veszprém
Participants: 127 (HEI students, winemakers, Researchers, stakeholders)

The transnational winethon has been organised simultaneously in the four countries of the consortium, with the following challenge:

- What can unknown/unspoiled culinary / wine regions do to attract (more) young visitors to their destination?
- Which strategies can local producers of regional specialties apply in order to address millennials in particular?

The participants have been prompted to deliver the following:

- What proposals can you make to answer the questions of the wine hackathon challenge?
- Talk about it together and propose a 'solution' to the problem of the few young tourists who visit areas of great culinary and winemaking tradition that are still unspoiled/unknown.

The programme of the day was planned in order to make sense of the transnational feature of the event, and of the competition. In general, in all countries, the students had a very proactive approach and worked very well together with the representatives of the wine industry. The students also reported that the format of the hackathon was interesting, the instructions were clear, the locations were good, the organization was very good and they especially appreciated the opportunity to meet and hear experiences from professionals. And that they had fun. Overall the event was very successful, especially in bringing together students and the industry.