International Research Grant
“Promoting Excellence and innovation in Wine Tourism research”

Rules 2015-2016

www.greatwinecapitals.com
The Great Wine Capitals announce the 8th annual International Research Grant to promote excellence and innovation in wine tourism.

A grant of € 4,500 will be awarded to a student who will offer the best academic research project related to:

“Wine tourism marketing”

**GREAT WINE CAPITALS GLOBAL NETWORK**

The Great Wine Capitals (GWC) is a Network of eight major global cities in both the northern and southern hemispheres, which share a key economic and cultural asset: their internationally renowned wine regions.

It is the only Network encompassing the so-called “Old” and “New” worlds of wine, and exists to encourage travel, education and business exchanges between the internationally renowned cities of Bilbao | Rioja, Bordeaux, Cape Town | Cape Winelands, Mainz | Rheinhessen, Mendoza, Porto, San Francisco | Napa Valley, Valparaiso | Casablanca Valley.

The goal of these Grants is to support research that can be of direct benefit to the wine and tourism industries in the GWC regions, while also advancing academic knowledge on these topics globally.

In addition to receiving the grant, the winner will have the opportunity to present his / her work at the GWC Annual General Meeting that will be held in November 2015 in Bilbao-Rioja.

**GRANT RULES**

**THE GRANT**

The Grant is open to students who are undertaking a practical research in the broad subject areas of wine tourism marketing, with direct relevance to at least one of the Great Wine Capitals.

Applicants will compete first against other applicants with projects based on the same Great Wine Capital; the local winner of this round will then compete with the winning candidates from the other GWC member cities.

An international jury will select one research project as winner of the Research Grant.

The Grant recipient, if invited by the Committee, will be given the possibility of presenting the results of the research project to the General Assembly of the Great Wine Capitals Global Network during the Annual General Meeting (AGM) in November 2016 in Porto.

**The Research Grant will be for € 4500:**

- € 1,000 will be paid to the Grant recipient after the selection process and
- € 3,500 will be paid when the Grant recipient presents the result of his/her work in a final report.

Up to an **additional € 1,000 for travel and lodging expenses** will be made available to the Grant recipient who presents his / her project at the AGM.
THE REPORTS
The Grant recipient must provide two reports:

- An INTERMEDIARY REPORT in English of a maximum of 2,000 words should be sent to the coordinator of the Business & Research committee and to the local GWC representative before 1st June, 2016. Feedback on this report will be sent to the author within a month of receipt.

- A FINAL REPORT of 10,000 words minimum in English to be presented to the coordinator of the Business & Research Committee no later than October 1st, 2016.

The Business & Research Committee will evaluate this final report. If the majority of the Committee believes this report to be unsatisfactory, the remaining € 3 500 will not be paid to the author.

If a Grant recipient is invited, and chooses to attend the AGM of the Great Wine Capitals Global Network, a PowerPoint presentation will need to be prepared and submitted to the coordinator of the Business & Research committee and to the local GWC representative for approval by 15th October, 2016.

The decision of each city and/or the Business & Research Committee is final.

FUTURE PUBLICATIONS OF THE RESEARCH
It is envisaged that Grant recipient will go on to present or publish the results of his/her research in other wine industry publications. This is strongly encouraged, with the proviso that in any publication derived from the project, winners must mention that the work has been partly or completely financed by the GWC.

It is expected that a copy of these publications will be sent to the local Business & Research Committee representative for the Great Wine Capital Network’s archives.

ELIGIBILITY FOR THE GRANT
For the purposes of these awards, a student is defined as anyone who is currently enrolled in an academic programme at a tertiary institution. This includes those studying for undergraduate degrees, a Masters degree or in a PhD programme.

RESEARCH TOPIC
To be eligible for the grant in 2015-2016, the research project must address issues broadly related to “Wine tourism marketing”, and must be of direct relevance to at least one of the Great Wine Capital regions. While the project might form part of a bigger research project, the portion of the project funded by this Research Grant needs to be identifiable in the application.

Applicants are strongly advised to submit their application first to the local representative of the Business & Research Committee to seek feedback on the appropriateness of the topic.
**SELECTION CRITERIA**

Applications will be judged based on criteria by the members of the Business & Research Committee:

- Originality and innovation (20%)
- Significance/implications for theory and practice (20%)
- Conceptual rigor (20%)
- Appropriateness and application of the methodology (20%)
- Potential impact for Great Wine Capitals (20%)

Particular attention will be given to the following issues:

- The applicability of the topic to the GWC Network and its value to the wine and tourism industries
- Appropriate use of the Grant funds (as assessed in the budget)

**SUBMISSION DATES**

Candidates will download their Application Form from the GWC website: [http://www.greatwinecapitals.com](http://www.greatwinecapitals.com)

They will submit a draft of their proposal to their local Business & Research Committee Representative 30th September 2015.

They will submit their final application by 1st October to education@greatwinecapitals.com

**TIMELINE**

- Launch of the 2015-2016 GWC Research grant: February, 2015
- Deadline for application to Local GWC representative: 30th September 2015
- Each city winners will be announced: 30th October 2015
- Announce of the final winner (via e-mail): 15th November 2015
- Intermediary report to be submitted: 1st June 2016
- Deadline for receiving the final and executive reports: 1st October 2016
- Presentation of the results: AGM GWC (Nov 2016)

**IMPORTANT:**

Each applicant declares being the author of the presented report and guarantees the GWC Network against any third party claim on the work presented.

The applicants, with due respect to their moral right of author, expressly transfer the intellectual property of the presented report to the GWC. The GWC can use the report for the promotion of its activities. However, the applicants will remain free to develop and promote their work as they see fit.

By submitting the application form, the applicant accepts these conditions and the above rules.
LOCAL GWC REPRESENTATIVES

- **Bordeaux:**
  Dr. Jacques-Olivier Pesme, KEDGE
donme@kedgebs.com

- **Bilbao | Rioja:**
  Ms. Cristina Quintero, Rioja Chamber of Commerce
cqquintero@camararioja.com
  Mr. Enrique Velasco, Bilbao Chamber of Commerce
enrique.velasco@camarabilbao.com

- **Cape Town | Cape Winelands**
  Ms. Belinda Lamprecht, GWC Cape Town Chapter
specialt@iafrica.com

- **Mainz | Rheinhessen:**
  Mr. Otto Emil Schätzel, DLR Rheinhessen
otto.schaetzel@dlr.rlp.de

- **Mendoza:**
  Mr. Fernando Urdaniz, ProMendoza:
education@greatwinecapitals.com

- **Porto:**
  Ms. Susana Ribeiro, Porto City Council:
susanaribeiro@cm-porto.pt

- **San Francisco/Napa Valley:**
  Dr. Monica Cooper, University of California:
mlycooper@ucanr.edu

- **Valparaiso/Casablanca:**
  Mr. Francisco Godoy, Casablanca Wine Association
fgodoy@casablancavalley.cl

Your final application and your CV will have to be submitted by email to:
education@greatwinecapitals.com in word format or Pdf.

Contact details:
For further information, please contact:
**Mr. Fernando Urdaniz** – Coordinator
Business & Research Committee – Great Wine Capitals
E-mail: education@greatwinecapitals.com