



## Great Wine Capitals – News Article

### Great Wine Capitals Global Network Research Grant – Year Two Now Open for Applications

[Bordeaux, 6 May 2024] – Building on the success of its inaugural year, the Great Wine Capitals Global Network (GWC) is excited to announce the second year of its dedicated Research Grant. This program continues to champion excellence and innovation in wine tourism by supporting impactful research in this vibrant sector. The grant underlines GWC's commitment to fostering academic collaboration among the 12 distinguished wine capitals worldwide.

Last year, the GWC Research Grant empowered two outstanding projects, with each recipient awarded €7,500. These projects not only demonstrated exemplary academic rigor but also offered practical solutions to pressing issues in the wine tourism industry. Highlights from last year's winners include research on sustainable practices in the wine tourism sector and the exploration of servitization in wine production. These studies provided valuable insights into labour management and value creation for independent wineries, influencing industry standards and practices across several Great Wine Capitals.

Claire Lamoureux, one of the previous grant recipients, shared her experience: "The GWC international research grant has proven invaluable in my PhD journey, facilitating significant progress in my research and bringing to life a project I developed during the initial two years of my doctoral proposal. With the assistance of this grant, I established a partnership between my French university and the University of Geisenheim in Germany, opening international doors for me. This support also enabled me to mentor dedicated students, offering them valuable educational opportunities. Our study highlights the innovative wine estates rewarded by the Best of Wine Tourism prizes. I am looking forward to presenting our results to the general assembly in October and exchange with professionals from the field on the next steps to take to strengthen wine tourism worldwide."

Palbi Sharma Bhargava, another grant recipient from last year, also reflected on the impact of the award: "The GWC grant has helped me think outside the box about my research and how it can be used outside academia in many ways. I have been able to connect with professionals across the globe who have shared their expertise in wine tourism and helped me shape my project. I have learned a lot from their insights and the networking opportunities have allowed me to connect with organisations and individuals I wouldn't be able to if it wasn't for being a part of the GWC community."

As we open this year's call for applications, we invite researchers who are eager to address critical challenges and opportunities in wine tourism. The grant is designed to support projects that bring innovative approaches to longstanding issues, helping to enhance the sustainability and profitability of the wine tourism industry.

### **Eligibility and Application Details:**

- Applicants must focus their research on topics directly relevant to at least one of the Great Wine Capitals.
- The selection process will involve an international jury of experts who will evaluate the research proposals based on their innovation, practical implications, and potential to contribute to the wine tourism industry.

### **Key Dates for the GWC Research Grant Program:**

- Grant opens: 6th May 2024
- Application deadline: 28th June 2024
- Recipients announced: 24th September 2024
- Intermediary report due: 14th March 2025
- Final report due: 26th September 2025

The results from this year's research will be showcased at the GWC AGM in 2025, providing a platform for winners to share their findings with a global audience of industry leaders and peers. This ongoing initiative reflects the GWC's strategic focus on advancing wine tourism through research and collaboration.

For more information about the Great Wine Capitals Global Network Research Grant, please visit [International Research Grant - Great Wine Capitals](#)

### **About Great Wine Capitals**

Established in 1999 as a community of global cities sharing a common economic and cultural asset - their connection to internationally renowned wine regions - the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand.

The Great Wine Capitals Global Network exists to link cities connected to great wine regions to sustain the health and prosperity of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas & experience; stimulates business, innovation, friendships; and is a means to collaborate on challenges & opportunities.

The Network currently consists of 12 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Cape Town-Cape Winelands, South Africa, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile, Verona, Italy and Hawke's Bay, New Zealand.

For more information about the GWC Global Network's involvement in upcoming events, visit [www.greatwinecapitals.com](http://www.greatwinecapitals.com). Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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