

Brewery Meetings

On November 26, Our stage 3 academic lead Dr Irina Harris, alongside Dr Juan Rendon Sanchez with support from Dr Christine Mumford led a workshop which focused on the modelling phase of the project. The initial modelling scenarios were presented to the breweries based on initial data collection, followed by active discussion on the most tangible collaborative areas.



“We want to focus on something tangible with true benefit for you” – Dr Irina Harris

The brewers were asked to consider common ground with others and the likelihood of them collaborating in certain areas. We explored geographical clusters before asking the breweries to answer questions on the practicalities and likelihood of different collaborations. The areas of greatest importance to the brewers with the highest likelihood of adding value whilst being feasible were collaborating on procurement and packaging.

A further 5 breweries were visited across October to collect data to feed in to the modelling phase of the project, including Tudor Brewing, Felinfoel, Greytrees, Tomos a Lilford and Pipes.

Bordeaux Visit

Dr Vasco Sanchez Rodrigues, Prof Maneesh Kumar and Dr Maryam Lotfi visited Prof Tatiana Bouzdine Chameeva from KEDGE Business School and Inno'vin to continue their collaborative work on the impact of the Bourdeaux wine innovation cluster on the sector.



Chile and Argentina visits

In December, our principal investigator Dr Vasco Sanchez Rodrigues and Dr Juan Rendon Sanchez visited Santiago in Chile and Mendoza in Argentina to gain greater understanding on collaboration practices adopted in their wine industries and the measures they are taking towards becoming more sustainable in their supply chains whilst facing the realities of climate change. They presented the Co-Growth Project research to industry bodies, vineyards and Universities during the course of the trip.

“Co-growth is a means of collective growth among businesses” – Dr Vasco Sanchez Rodrigues

They met senior managers from Wines of Chile, the San Pedro and Vina Requiñua vineyards from Chile, and Penaflor and Trivento vineyards from Mendoza, who strongly support the research project ideas presented to them. They learnt about best practices and cutting-edged research undertaken in the two countries and participated in a seminar including a presentation on modelling in the sector.



Upcoming activities

Modelling and Data Collection

We will be focusing on the procurement and packaging collaboration areas identified by the breweries.

New Team Member

We will be welcoming Dr Timothy Ramjaun to our team in January as a Research Associate.

For more information please contact us:

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Cyfarfod Bragdai

Ar Dachwedd 26, arweiniodd Dr Irina Harris, ynghyd â Dr Juan Rendon Sanchez gyda chymorth Dr Christine Mumford, weithdy a oedd yn canolbwyntio ar waith modelu'r prosiect. Cyflwynwyd y senarios modelu cyntaf i'r bragdai yn seiliedig ar y data a gasglwyd yn flaenorol ac yna trafodwyd yr ardaloedd cydweithredol mwyaf ymarferol i'r bragwyr.



"We want to focus on something tangible with true benefit for you" – Dr Irina Harris

Gofynnwyd i'r bragwyr ystyried tir cyffredin gydag eraill a thebygolrwydd cydweithio mewn meysydd gwahanol. Buom yn canolbwyntio ar glystyrau daearyddol cyn gofyn i'r bragdai ateb cwestiynau am ymarferoldeb a thebygolrwydd gwahanol gydweithrediadau. Y meysydd mwyaf pwysig i'r bragwyr sydd â'r posibilrwydd mwyaf o ychwanegu gwerth oedd cydweithio ar gaffael a phe cynnu.

Ymwelwyd â 5 o fragdai eraill ar draws mis Hydref i gasglu data i fwydo i gyfnod modelu'r prosiect, gan gynnwys bragdai Tudor, Felinfoel, Greytrees, Tomos a Lilford a Pipes.

Ymweliad Bordeaux

Ymwelodd Dr Vasco Sanchez Rodrigues, yr Athro Maneesh Kumar a Dr Maryam Lotfi â'r Athro Tatiana Bouzidine Chameeva o Ysgol Fusnes KEDGE ac Inno'vin i barhau â'u gwaith cydweithredol ar effaith clwstwr arloesi gwin Bourdeaux ar y sector.



Ymweliad Chile a'r Ariannin

Ym mis Rhagfyr, ymwelodd ein prif ymchwilydd Dr Vasco Sanchez Rodrigues a Dr Juan Rendon Sanchez â Santiago yn Chile a Mendoza yn yr Ariannin i gael gwell dealltwriaeth o'r arferion cydweithio a fabwysiadwyd yn eu diwydiannau gwin. Dysgon nhw fwy am y mesurau cynladwyedd y maent yn cymryd tuag at eu cadwyni cyflenwi wrth wynebu realiti'r newid yn yr hinsawdd. Cyflwynon nhw ymchwil y prosiect Twf ar y Cyd i gyrff y diwydiant, gwinllannoedd a phrifysgolion yn ystod y daith.

"Co-growth is a means of collective growth among businesses" – Dr Vasco Sanchez Rodrigues

Cawsant gyfarfod ag uwch reolwyr 'Wines of Chile', gwinllannoedd San Pedro a'r Vina Requingua o Chile, a gwinllannoedd Penaflor a Trivento o Mendoza, sy'n cefnogi syniadau'r prosiect a gyflwynir iddynt. Dysgon nhw am arferion gorau a gwaith ymchwil arloesol a wnaed yn y ddwy wlad a gwnaethant gymryd rhan mewn seminar yn cynnwys cyflwyniad ar foddelu yn y sector, a fydd yn fuddiol ar gyfer cyfnod modelu'r prosiect Twf ar y Cyd.



Gweithgareddau'r misoedd nesaf

Modelu a chasglu data

Byddwn yn canolbwyntio ar y meysydd cydweithredu caffael a phe cynnu a nodwyd gan y bragdai.

Aelod newydd y tîm

Byddwn yn croesawu Dr Timothy Ramjaun i'n tîm ym mis Ionawr fel cydymaith ymchwil.

Am fwy o wybodaeth cysylltwch â ni:

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