

GREAT WINE CAPITALS

International Research Grant

2014 - 2015

"Promoting excellence and innovation in wine research"



GRANT RULES



Contact details:

For further information, please contact:
Local representative of the Education and Research
Committee - c/o PromoFirenze

Annamaria Quaranta

E-mail: anna.quaranta@promofirenze.it

Tel: 055 2671631



The Great Wine Capitals announce the 7th^h annual International Research Grant to promote excellence and innovation in wine business.

Up to two grants of € 4.500 each will be awarded to students and early career researchers from the Great Wine Capitals regions who will offer the best academic research projects related to:

“Wine tourism or Wine marketing”

GREAT WINE CAPITALS GLOBAL NETWORK

The Great Wine Capitals (GWC) is a Network of ten 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, Christchurch | South Island, Florence, 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(s) will have the opportunity to present their work at the GWC Annual General Meeting that will be held in November 2015.

GRANT RULES

THE GRANT

The Grant is open to students or Early Career Researchers (ECR) who are undertaking an original piece of academic research in the broad subject areas of wine marketing and wine tourism, 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 the two best research projects as winners of the Research Grants. If there are not two applications to the requisite standard, only one Grant may be awarded. If two Grants are awarded, at least one of these will be given to an applicant entering in the student category.

The Grant recipient(s), if invited by the Committee, will have 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 2015.

Each of the Research Grants will be for € 4500:

- € 2 000 will be paid to the Grant recipient after the selection process and
- € 2 500 will be paid when the Grant recipient presents the result of his/her work in a final report.

Up to an **additional € 500 for travel and lodging expenses** will be made available to Grant recipients who present their project at the AGM.

THE REPORTS

The Grant recipients must provide two reports:

- An **INTERMEDIARY REPORT** in English of a maximum of 2,000 words should be sent to the coordinator of the Education and Research committee and to the local GWC representative before 1st June, 2015. Feedback on this reported will be sent to the author within a month of receipt.
- A **FINAL REPORT** of 5,000 – 10,000 words in English to be presented to the coordinator of the Education and Research Committee no later than October 1st, 2015.

The Education & Research Committee will evaluate this final report. If the majority of the committee believes this report to be unsatisfactory, the remaining € 2 500 will not be paid to the author.

If a Grant recipient is invited, and chooses to attend the AGM of the Great Wine Capitals network, a PowerPoint presentation will need to be prepared and submitted to the coordinator of the Education and Research committee and to the local GWC representative for approval by 15th October, 2015

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

FUTURE PUBLICATIONS OF THE RESEARCH

It is envisaged that Grant recipients will go on to present or publish the results of their research in other academic fore. 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 Education and 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.

An **early career researcher** (ECR) is defined as a researcher who is *not enrolled in an academic programme of study*, but is within five years of completing their study, and is employed as a researcher (post-doctorate or other) or an academic (e.g. lecturer) at a tertiary institution or other recognised research institute.

Additional notes:

- Those entering in the early career researcher category must present an Approval/Consenting Letter from their employer/research institute accompanying their grant application, no exception.
- Group projects are allowed but a team leader must be selected, and this team leader must qualify in the category of *either* student or early career researcher.
- Academics who are currently enrolled in a PhD will apply in the **student** category.

RESEARCH TOPIC

To be eligible for the grant in 2014-2015, the research project must address issues broadly related to **“Wine tourism” or “Wine marketing”**, and must be of direct relevance to *at least one* of the Great Wine Capital regions. Students and early career researchers from different countries or regions are welcome to apply as long as their research fulfils these criteria.

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.

Examples of topics that have been awarded grants in previous years include:

- Positioning tourism destinations: wine as a competitive factor of a territory brand
- The impact of the internet on the wine sector: New strategies for wine marketing in the province of Florence
- The value of winery architecture for wine tourism experiences and regional marketing.
- Purchasing behavior of neophyte wine consumers in supermarkets : the role of an interactive wine selection self-service technology
- The connoisseur continuum: Understanding the wine-involved in New Zealand.
- The application of 'Service Design' in wine tourism destinations: Enhancing customer experience in Mendoza's wine tourism products.

Applicants are strongly advised to submit their application first to the local representative of the Education and 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 Education & 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
- The academic rigor and value of the proposal.
- 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>

They will submit a draft of their proposal to the local Education and Research Committee Representative 30th September 2014.

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

TIMELINE

- Launch of the 2014-2015 GWC Research grant: 12th May 2014
- Deadline for application to Local GWC representative: 15th September 2014
- Deadline for submission of application: 1st October 2014
- Each city winners will be announced: 30th October 2014
- Announce of the final winners (via e-mail): 15th November 2014
- Intermediary report: 1st June 2015

- Deadline for receiving the final and executive reports: 1st October 2015
- Presentation of the results: AGM GWC (Nov 2015)

CONTACTS

Information and submission of draft application: **Annamaria Quaranta** – PromoFirenze, local Education and Research Committee Representative GWC Firenze, Tel: 055 2671.631, e-mail: anna.quaranta@promofirenze.it

Submission of application: **Fernando Urdaniz** – GWC Education & Research Committee Coordinator, e-mail: education_research@greatwinecapitals.com

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.

