CALL FOR PROJETS 2020

CLOSURE OF THIS CALL FOR PROJECTS: Midnight 11th September 2020

PRESENTATION

The Œnotourisme Lab. is the French Lab dedicated to wine tourism. It is a member of « France Tourisme Lab », the French network of tourism incubators and accelerators.

The Œnotourisme Lab (Wine Tourism) was created by a group of partners with complimentary competences piloted by a committee (the COPIL) composed of : The Tourism Development Agency of the Marne, Châlons Agglo, the Tourist Office, Châlons-en-Champagne and the Thinclab Châlons, with the support of the State represented by the Department of the Territory of the Marne.

Established in Champagne, it is a national platform for innovation in wine tourism and is therefore part of the France Tourisme Lab network bringing together the various themed tourism Labs of the country and allowing access to the international.

The **Œnotourisme Lab** also relies on a network of experts to offer specific and personalized support to project leaders with the possibility of incubation. Thanks to this place of exchange conducive to experimentation and the sharing of ideas, this new tool aims to unite a whole eco-system dedicated to the development of wine tourism.

At the end of the first call for projects, launched in 2019, 6 carriers benefited from a 6-month incubation within Thinclab Châlons and more than a dozen carriers benefited from the support of the **Œnotourisme Lab**. (advice, link with viticulture or tourism professionals, living lab…
Established in Champagne, it is a national platform for innovation in wine tourism and is therefore part of the France Tourisme Lab network bringing together the various thematic tourism Labs of the country and allowing access internationally.

The **Œnotourisme Lab** (OTL) also relies on a network of experts to offer specific and personalised support to project leaders with the possibility of incubation. Thanks to this centre of exchange, conducive to experimentation and the sharing of ideas, the OTL aims to unite a whole eco-system dedicated to the development of wine tourism.

At the end of the first call for projects, launched in 2019, 6 projects benefited from a 6-month incubation within the Thinclab and more than a dozen others benefited from the support of the OTL (advice, introductions to viticulture or tourism professionals, living lab…)

The Œnotourisme Lab launches a second call for projects:

Who can apply? Why apply?

The call for projects is aimed at start-ups, students, entrepreneurs, and promoters of innovative projects in wine tourism. All segments of wine tourism can apply.
By an innovative project, we mean that the product or service offered is new to the wine tourism market, or integrates a benefit, a clear advantage, an efficiency or a solution for the sector.
The health crisis currently known by France and the world has strongly impacted the economic ecosystem of tourism. It is essential that France, a country rich in its renowned vineyards including Champagne, be able to bounce back through innovative concepts and projects both in terms of content and means of presentation and discovery.
Indeed, the link between the tourist, the offer from vineyards, and their natural and human environment must be able to be redesigned in order on the one hand to ensure a better integration of tourism projects in the natural ecosystem and on the other hand to guarantee adaptability to the constraints, sometimes unexpected, of exterior events.

A priority of recruitment will therefore be applied to projects comprising one or more dimensions presented below (for the project itself, or for service providers using the proposed tool or service):

- a robust and flexible economic model, adaptable to external constraints ;
- support for the economic recovery of the tourism sector;
- consideration for the human and natural environment;
- treating mobility issues particularly present in rural areas with attention to alternative and sustainable solutions;
- interest for both long distance and local clients (notion of residential tourism);
- promotion of the attractiveness of rural town centres;
- use of short circuits;
- remote access to quality content.

- **Successful projects founders will join the Œnotourisme Lab incubation program from October 2020 for a period of six months of incubation.**

At the start an individual diagnosis will be made in order to construct a customised program of support. Each selected project will be accompanied by the COPIL of the **Œnotourisme Lab** and its' network of experts, whether in terms of business and technical advice on the development of the proposed concepts, or in the search for financial partners.

What criteria will contribute to the selection of projects?

o the innovative nature of the project, concept or service,
o the economic potential of the company and its ability to generate economic and tourist spin-offs in the regions, in particular the territory of the Grand Est and, as a priority, Champagne,
o the potential for dissemination of the innovation on a national scale (reproducibility of the offer on a large scale),
o the quality of the file submitted and the credibility of the project,
o the integration of one or more priorities mentioned above.

NB: In any event, the company must have or plan to set up a business in France.

The application is based on several elements: see the on line form.

- a detailed description of the concept which should make it possible to assess its innovative character. A competitive analysis identifying the absence of the service / tools / project in the French wine tourism sphere.
- a presentation of the profile of the project founder (a CV may be attached to the request), and of his/her network if the project requires the involvement of third parties (collaborators or associates / technical service providers in the event of a party requiring subcontractors).
- a project development plan incorporating its main development phases.
- a first draft of the anticipated economic model (clientele, costs, timing anticipated for a return on investment).

It should be noted that the elements linked to the strategy /timing for development of the project, the business model or the financial plan will be worked on within the framework of the incubation. The application should make it possible to understand the level of maturity of the proposed idea. It is not requested that these elements be fully completed.

What cost?

The **Œnotourisme Lab.** entrusts the incubation program to the incubator, ThincLab Châlons which works collaboratively with the founding partners.
Successful candidates will receive financial aid for incubation, which will allow them to benefit from the accompaniment free of charge.
The total fund for this 'Call for Projects' is € 18,000.

The OENOTOURISME LAB

The Œnotourisme Lab is a tool for the creators of ideas in the field of wine tourism.
The aim is to provide an offer of complete and pragmatic support via a network of tourism, viticulture and / or business experts (e.g. General Union of Winegrowers, Avize Viti Campus, Georges Chappaz Institute, Zam Coworking in Ay, Epernay Agglomeration, Winalist, Champagne De Telmont…to name a few of our partners):

We provide:
- Incubation of startups by Thinclab Châlons (Mentoring provided by experts in entrepreneurship)
- Support for projects by ADT Marne, which runs a network of technical experts: Diagnosis, audit, marketing etc.
- a 'Living lab' thanks to a network of voluntary professional partners: labeled Vineyards and Discoveries, Tourist offices…
- Expert workshops: quick focus by targeted and committed professionals
- Resource and monitoring centres: training orientation, support for university pre-incubators, internship offers, etc.
- Network opportunities for start-ups to exchange their complementary know-how and contacts

What is the ThincLab Châlons ?

ThincLab Châlons is the Oenotourisme Lab's incubator for startups. It provides support for innovative projects entrusted by the Wine Tourism Lab with its mentoring and coaching program, in collaboration with the University of Adelaide (Australia).
It offers group workshops on the challenges to be faced when launching a startup.

The ThincLab has premises in Châlons-en-Champagne town centre offering startups a professional office environment, meeting rooms and a space to work and exchange, open 24 hours a day and 7 days a week.
A FabLab is available for technical prototyping.
In joining the Thinclab, you also join a local and international network.

The founding members and partners of the **Œnotourisme Lab** share with project founders their experience, knowledge and informed advice all of which are essential during the creation, development and experimentation phases, during which they will need to test their products and their services and have a return from the market.

Apply

How to apply?

Complete the application form on the site of the **Œnotourisme Lab** :
https://www.oenotourismelab.com/

You can attach any other documents likely to help the jury understand the quality and interest of your project.

Contact: Laura BONNET XXXX

What is the end date for applications?

This call for projects is open until midnight on the 11th September 2020.

When is the selection of projects / the jury?

After an initial pre-selection, the founders of the remaining projects will be invited to present to a jury on XXXXXXX **October** in Châlons-en-Champagne (option to present by video conference).

Presentation of the winners

At Viteff ??

Commencement of incubation?

October 2020.