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Vin & Société and KEDGE Business School launch the first research and teaching Chair dedicated to responsible consumption

What are the conditions conducive to responsible wine consumption within a society? How to encourage good behaviours to avoid product misuses and associated risks?

The research and teaching Chair created at the behest of Vin & Société and KEDGE Business School aims at analysing the education and information impact on responsible wine consumption. Headed by Olivier Gergaud, Economics Professor at KEDGE, it gathers cutting-edge international researchers. It comprises a Steering Committee responsible for defining the research and teaching axes. KEDGE Business School and its professors will work fully independently.

KEDGE Business School is a benchmark management school, present in 4 French campuses (Paris, Bordeaux, Marseille and Toulon), 2 Chinese ones (Shanghai and Suzhou), 1 Senegalese (Dakar), and 4 associate campuses (Avignon, Bastia, Bayonne, Abidjan).

- It teaches management training programmes for students and professionals, and implements tailor-made training programmes for national and international businesses. KEDGE also offers several specific Master programmes on wine and spirits management. Through its educational mission, the school wishes to commit to the industry via this chair to raise future managers’ awareness on responsible consumption.
- KEDGE teacher-researchers contribute to the enhancement of management knowledge through applied and fundamental research projects. They produce articles, books, colloquiums that place the school at the forefront of French Business Schools in terms of research.

The research and teaching Chair dedicated to responsible consumption aims to deepen the reflection and choices of the winemaking industry with regard to preventative action. Its mission will last over three years, with an annual endowment of 86,000 euros, amounting roughly to 250,000 euros in total.

Vin & Société, in the name of the wine and vineyard actors, is committed in the "preventative revolution" via two main axes: responsible wine consumption and protection of the populations at risk. 2 millions of euros will be allocated before 2022.

About KEDGE Business School
KEDGE Business School is a benchmark French management school present on 4 French campuses (Paris, Bordeaux, Marseille and Toulon), 3 international ones (2 in China in Shangai and Suzhou, and 1 in Africa in Dakar), and 3 associate ones (Avignon, Bastia and Bayonne). KEDGE community comprises 12,600 students (including 25% of foreign students), 183 tenured teachers (out of which 44% are international), 275 international academic partners and 60,150 graduates across the globe. KEDGE offers 36 management and design training programmes for students and professionals, and implements tailor-made training programmes for national and international businesses. Member of the Conférence des Grandes Ecoles and accredited by AACSB, EQUIS and AMBA, KEDGE Business School is recognised by the French State with endorsed programmes, and benefits from the EESPIG label. KEDGE ranks 36th best Business School in Europe and 36th in the world for its Executive MBA according to the Financial Times.

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Vin & Société

Represents the French wine and vineyard industry (production and trade) via its members: 21 inter-professional regional organisations and 7 national professional organisations. The wine and vineyard industry employs more than 558,000 persons divided in 2/3 of the French territory. It is the 2nd biggest French exportation sector, accounting for 8.7 billions euros, behind aeronautic and in front of cosmetics. It comprises 87,000 vineyards, 1,500 cooperatives, traders, winemakers and trading houses that actively contribute to the economic activity in 66 departments and attracting 10 millions of wine tourists per year, including 42% of internationals. France, with 750,000 hectares of vineyards, produces almost 16% of the wine in the world.

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