

VITA Bourgogne is launched!

*Connecting job offers with job seekers
to facilitate recruitment in the wine-industry.*

Bourgogne, 10 September 2020

September 1, 2020 saw the launch of the www.vitabourgogne.com website (in French only) along with a marketing strategy for the program. The aim is to connect young people, those embarking on a new career, and jobseekers with professionals from the winegrowing trade.

The VITA Bourgogne program is developed by the Confédération des Appellations et des Vignerons de Bourgogne (CAVB) and the Union des Maisons de Vin de Grande Bourgogne (UMVGB). It is co-financed by the Bourgogne Wine Board (BIVB), the Bourgogne-Franche-Comté Region, and the Fonds Social Européen. The idea is to inform the general public about jobs in winegrowing and winemaking, about training programs offering qualifications for those jobs, and to help potential employees apply online for positions offered by those in the Bourgogne wine trade.

The website is also a platform that brings together a wealth of information about the winegrowing trade in the Bourgogne region, about the Bourgogne-Franche-Comté region, and events hosted by VITA Bourgogne to bring together job seekers and employers.

VITA Bourgogne is an innovative solution and a unique initiative in the winegrowing trade in France.



A single platform bringing together everyone involved in employment and training

For jobseekers: A single site where they can find information about different trades, training, and partner training organizations in the industry. The site is packed with useful videos, job descriptions, practical information, and has a special section with contact details for training organizations, admission qualifications, and grants available, along with information about how to apply.

VITA Bourgogne also has listings of all jobs available in the Bourgogne winegrowing industry that can be applied for online in just a few clicks.

For industry professionals: A website for recruiting future employees and accessing professional help and advice about employment, work/study programs, and fostering loyalty amongst future employees. They can benefit from a free recruitment section where they can advertise positions available across a wide range of employment sites to boost their visibility and manage applications.

For career, support, and information bodies: A mine of information regarding training and employment opportunities for their audiences.

On offer at www.vitabourgogne.com:

- Job opportunities in the Bourgogne winegrowing sector
- Careers information sheets (downloadable PDFs).
- Video interviews with employees in the industry
- Motion graphics illustrating different jobs in the sector
- Information about training offered by partner organizations
- Contact details for partner training organizations across the Bourgogne region

2020: A wide-reaching 2.0 marketing strategy

- **Social media:** On Facebook, Instagram, Twitter, and LinkedIn
- **Web marketing:** Banners or inserts across six major web media sites
- **Posters:** 281 sites in nine towns in the Bourgogne-Franche-Comté region
- **Radio:** Ad spots on three radio stations in the Bourgogne-Franche-Comté region
- **Events:** Participation in a range of forums, trade shows, and professional or student gatherings, depending on how the COVID-19 situation evolves

This website will be accompanied by a strong presence on **social media**, including Instagram, Facebook, Twitter, YouTube, and LinkedIn, to share all the latest news. It will provide insight into the daily lives of the men and women who work passionately to perpetuate and enrich this millennia-old heritage and expand the VITA Bourgogne community.

As soon as the current health crisis abates, the entire de VITA Bourgogne team will be in attendance at events across the Bourgogne-Franche-Comté region, such as employment and student fairs, to meet the winegrowing industry's future employees.

VITA Bourgogne would like to thank the **Bourgogne Wine Board (BIVB)** for its support and participation since the early stages of this major program.

How the project came about

The VITA Bourgogne program was created to fulfil a need. A survey was carried out jointly by the CAVB (representing 500 estates) and the FNEB (representing 50 wine houses) in the spring of 2019. It revealed a lack of employees in the winegrowing sector across the Bourgogne region. **Almost 700 jobs for cellar managers, maintenance workers, tractor drivers, administrative employees, packaging line operators, and winegrowing employees were unfilled.**

The Bourgogne winegrowing industry covers more than 4,500 estates, 400 wine houses, and 17 cooperative cellars. It accounts for 2.8% of the region's GDP and employs more than 45,000 people, directly and indirectly, excluding grape pickers, representing 7% of all jobs in the Bourgogne-Franche-Comté region.

The industry, the EU, and the region are all investing in VITA Bourgogne

For 2020, the VITA Bourgogne program is co-financed by :

- The **Bourgogne Wine Board (BIVB)** with a contribution of €150,000
- The **Bourgogne-Franche-Comté region**, with a budget of €60,000 for marketing and communication
- The **European Social Fund**, with €125,214 within the framework of the national operational "Employment and Inclusion" 2014-2020 program

VITA Bourgogne ambassadors featured in the upcoming poster campaign

Nathalie and Johan were keen to lend a hand, being interviewed and photographed for the campaign at their respective workplaces. By representing different jobs in the winegrowing trade, they are making a valuable contribution to VITA Bourgogne's ambition to share the fascinating daily lives of the enthusiastic and dedicated people who work in the Bourgogne winegrowing region.



VITA BOURGOGNE
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