



User-Generated Content and Relevance of Sustainability Dimensions in the Wine Market



Unión Europea
Fondo Europeo Agrícola
de Desarrollo Rural

Europa invierte en las zonas rurales



**Universidad de
Castilla-La Mancha**



Miguel-Ángel Gómez-Borja
Inmaculada Carrasco
Juan-Sebastián Castillo



NUEVOS PRODUCTOS AMBIENTALMENTE RESPONSABLES DERIVADOS DE ESTRATEGIAS DE INTEGRACIÓN Y VALORACION DE INNOVACIONES PARA LA SOSTENIBILIDAD INTEGRAL EN EL SECTOR VITIVINÍCOLA Y DEL ACEITE DE OLIVA (COOP-2021-CM-01) Proyecto Piloto Innovación 2023-25



Vicerrectorado
de Innovación, Empleo
y Emprendimiento





“Write to your lord and lady and show them that you are grateful, for ingratitude is the daughter of pride and one of the greatest sins we know, while the person who is grateful to those who have granted him benefits indicates that he will also be grateful to God, who has granted and continues to grant him so many”

“Escribe a tus señores y muéstrateles agradecido; que la ingratitude es hija de la soberbia y uno de los mayores pecados que se sabe, y la persona que es agradecida a los que bien le han hecho, da indicio que también lo será a Dios, que tantos bienes le hizo y de continuo le hace”.

Miguel de Cervantes, Don Quijote de La Mancha. Segunda Parte.





Introduction

User Generated Content

Materials and Methods

Results

Conclusions, limitations and future research





Introduction

Increasing **relevance of sustainability aspects** in the wine industry and market [public regulation, companies, markets].

When making decisions (choice), **consumers highly value sustainability** issues.

Users generate varied and relevant content about industries and markets in different formats and platforms, also in the field of wine.

Increasingly, **tools are available to analyse** general online and social media and specific wine-related media and applications.



Introduction

So Is it possible to **tap into user-generated content** to unlock valuable **insights** regarding the sustainability issues dominating online conversations?

What is the relative importance of different **dimensions of sustainability**?
Can we identify themes **from the conversations**?

We are currently working on it.
Let us give you a glimpse of what we are doing.



User Generated Content (UGC)

UGC as **information and content shared on digital ecosystems**

Useful to understand various economic and social phenomena

Market and business dynamics and trends

Particularly **relevant** because ...

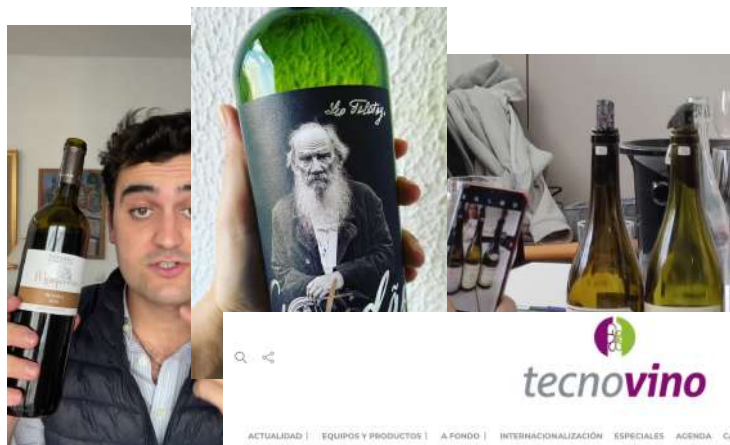
Volume

Different **formats** (text, image, video, audio, IA-generated) different sides

Different **"users"** (organizations, brands, people)

Real-time "pulse" of opinions and behaviours (after adjustment for "inflation")

ML, AI tools to gain insights



tecnovino

ACTUALIDAD | EQUIPOS Y PRODUCTOS | A FONDO | INTERNACIONALIZACIÓN | ESPECIALES | AGENDA | CATAS Y MARIDAJES | MULTIMEDIA | GUÍA DE EMPRESAS |

★ 5.0 Very nice oak aroma and oak flavor. Excellent cab. Very bold, great legs and probably even better with age. Enjoyed by all with Christmas dinner! oak vanilla

Jose Esteban Saez Pardo
22 reviews · 44 likes
★ ★ ★ ★ ★ Hace 10 años

Una bodega familiar donde el trato es formidable y te explican de manera muy sencilla todo el proceso de elaboración del vino desde la cepa hasta las botellas. Experiencia divertida



"La Bodega impresionante. Una día fantástico y una experiencia inolvidable"

"Fabulosa visita, explicación muy didáctica y amena e instalaciones muy cuidadas."



Pasión por el vino español

ENGLISH | **ESPAÑOL**

Buscar



Bienvenida Quiénes somos

INICIO BODEGAS VINOS DIRECCIONES CONTACTO

bodegasmurviedro

Siguiendo

Enviar mensaje



548 publicaciones

8691 seguidores

5053 seguidos

Bodegas Murviedro

Vino/bebidas alcohólicas

Más de 90 años de historia. El presente de un rico legado. More than 90 years of history. The present of a rich legacy. Wine in moderation.
murviedro.es/tienda

winesandthecity

Siguiendo

Enviar mensaje



3893 publicaciones

24,3 mil seguidores

1479 seguidos

Meritzell Falgueras Febrer

Sommelier&Comunicadora

👉 Sa generación @color_de_gelida

👉 #ConVinoConToda

👉 Hablar de vino sin hablar de 🍷

👉 Catando con @mujeresdevino

www.winesandthecity.com

Bodegas Protos

@Bodegas_Protos

Queremos que nos conozcas y queremos conocerte. Te invitamos a compartir con nosotros tu pasión por el mundo del vino. Instagram bit.ly/2WGT10Q

📍 Peñafiel 🌐 bodegasprotos.com 📅 Se unió en marzo de 2011

1.643 Siguiendo

37,2 mil Seguidores

joseppituroca

Siguiendo

Enviar mensaje



1675 publicaciones

68,9 mil seguidores

2058 seguidos

Josep Roca Fontanè

Cambre de vins * Camarero de vins * Wine waiter
cellerancroca.com



Materials and Methods

Analysis of contents shared in social media and news

Text format

Queries about Wine + “sustainability issues”

Global search in Spanish and English

Data: jan 2019– april 2023



Brandwatch



Materials and Methods

SPANISH. VINO (AND)
SOSTENIBILIDAD
ECOLÓGICO
NATURAL
VEGANO
SULFITOS
CONTAMINACIÓN AMBIENTAL
RESIDUOS, BASURA
HUELLA ANTROPOGENICA
HUELLA ECOLÓGICA
HUELLA DE CARBONO
IMPACTO AMBIENTAL
HUELLA HIDRICA
CONSUMO DE AGUA
GASES DE EFECTO INVERNADERO
AGRICULTURA ORGÁNICA, ORGÁNICO
AGRICULTURA BIODINÁMICA, BIODINÁMICO
EFICIENCIA ENERGÉTICA
ENERGÍAS RENOVABLES, ENERGÍA SOLAR, ENERGÍA EÓLICA, BIOMASA
RECICLAJE
ECOLAVADO
DECLARACION AMBIENTAL DE PRODUCTO, DAP
PRODUCTOS DE PROXIMIDAD
CANALES CORTOS
ENVASE BIODEGRADABLE, ENVASE RECICLABLE, ENVASE ECOLÓGICO
ECOETIQUETA
IMPPLICACION EN LA COMUNIDAD
DIVERSIDAD LABORAL, INCLUSION LABORAL
APOYO A PROYECTOS SOCIALES
OBJETIVOS DE DESARROLLO SOSTENIBLE, ODS
RESPONSABILIDAD SOCIAL, RESPONSABILIDAD SOCIAL CORPORATIVA, RSC

ENGLISH. WINE (AND)
SUSTAINABILITY
ECOLOGICAL, ECOLOGIC, ECO-FRIENDLY
NATURAL
VEGAN
SULPHITES
ENVIRONMENTAL POLUTION
WASTE
ANTHROPOGENIC FOOTPRINT
ECOLOGICAL FOOTPRINT
CARBON FOOTPRINT
ENVIRONMENTAL IMPACT
WATER FOOTPRINT
WATER CONSUMPTION
GREENHOUSE GASES
ORGANIC FARMING, ORGANIC AGRICULTURE, ORGANIC
BIODYNAMIC FARMING, BIODYNAMIC AGRICULTURE, BYODINAMIC
ENERGY EFFICIENCY
RENEWABLE ENERGIES, SOLAR ENERGY, WIND ENERGY, BIOMASS
RECYCLING
GREENWASHING
ENVIRONMENTAL PRODUCT DECLARATION, EPD
LOCALY SOURCE PRODUCTS
SHORT SUPPLY CHAIN
BIODEGRADABLE PACKAGING, RECYCLABLE PACKAGING, ECO-FRIENDLY PACKAGING
ECOLABEL
COMMUNITY INVOLVEMENT
WORKFORCE DIVERSITY, WORKPLACE INCLUSION
SUPPORT FOR SOCIAL PROJECTS
SUSTAINABLE DEVELOPMENT GOALS, SDG
SOCIAL RESPONSIBILITY, CORPORATE SOCIAL RESPONSIBILITY, CSR



Materials and Methods

Query example

((vino OR vinos OR wine OR wines) AND (((sostenib OR sustainability OR sustainable) NOT ((sostenibilidad economica OR "economic sustainability") OR ((vino ecologico OR "vinos ecologicos" OR "ecologic wine" OR "ecologic wines" OR (vino NEAR/2 ecologico) OR (vinos NEAR/2 ecologicos) OR (wine NEAR/2 ecologic) OR (wines NEAR/2 ecologic) OR "ecological wine" OR "ecological wines" OR (wine NEAR/2 ecological) OR (wines NEAR/2 ecological) OR "eco-friendly wine" OR "eco-friendly wines" OR (vino NEAR/2 eco-friendly) OR (wines NEAR/2 eco-friendly) OR "ecofriendly wine" OR "ecofriendly wines" OR (wine NEAR/2 ecofriendly) OR (wines NEAR/2 ecofriendly)) OR ((vino natural OR "vinos naturales" OR "natural wine" OR "natural wines" OR (vino NEAR/2 natural) OR (vinos NEAR/2 naturales) OR (wine NEAR/2 natural) OR (wines NEAR/2 natural)) OR ((vino NEAR/3 vegano OR (vinos NEAR/3 veganos) OR (wine NEAR/2 vegan) OR (wines NEAR/2 vegan)) OR (sulfito OR sulphit*)) OR ((contaminacion OR "pollution") OR ("waste from the winemaking" OR "wine waste" OR "grape waste" OR "agricultural waste" OR "reducir residuos" OR "waste regulations" OR "residuos del vino" OR "residuo del vino" OR "residuos de la industria del vino" OR "residuo de la industria del vino" OR (residuos NEAR/5 fitosanitarios) OR "minimizando residuos" OR (residuos NEAR/4 "elaboración del vino") OR "grape residue" OR (residuos NEAR/5 vino) OR (residuo NEAR/5 vino) OR "circle of zero waste" OR (residuos NEAR/5 vino) OR "waste of its winemaking" OR "grape residue" OR "restos de poda" OR "aprovechamiento de residuos" OR "transformación de residuos" OR "organic waste" OR "low-waste wines" OR "wine-making waste" OR "reduce their waste" OR "divert waste" OR "landfill waste" OR "crop waste" OR "wine leftovers" OR "grapevine waste" OR (waste NEAR/5 wine industry) OR "waste NEAR/6 vineyards") OR "reducing their waste" OR "valorize waste" OR "fruit residue" OR ("huella antropogenica" OR "anthropogenic footprint" OR ("huella ecologica" OR "ecological footprint") OR ("huella de carbono" OR "carbon footprint") OR ("impacto ambiental" OR "impacto medioambiental" OR "environmental impact") OR ("huella hídrica" OR "water footprint") OR ("consumo de agua" OR "water consumption" OR "water-sensing" OR (consumen NEAR/5 agua) OR (consume NEAR/5 agua) OR "consumption of water" OR "water usage" OR "agua por litro de vino producido" OR "ahorro de agua" OR "ahorrador del agua" OR "water waste" OR (uso NEAR/3 agua) OR wastewater OR "conserves water" OR "water treatment" OR (consumption NEAR/4 water) OR "water-wise" OR ("liter of water" NEAR/4 "liter of wine") OR "reduce the need for water" OR "using water effectively" OR "save them water" OR "water efficiency" OR "future with much less water" OR "contaminated water" OR "scarce water resources" OR (water NEAR/4 efficiency) OR "save water" OR "recycle rain water" OR "water is in a glass of wine" OR "water conservation" OR "water-saving" OR "sustainable use of water" OR "water use" OR "reduce water waste" OR "water deficits" OR (saving NEAR/4 water) OR (savings NEAR/4 water) OR ("gallons of water" NEAR/6 "gallon of wine") OR ("liters of water" NEAR/4 "liter of wine") OR "hogging the water" OR "water preservation" OR "water issues" OR "water storage project" OR ("recycled water" NEAR/4 "wine production") NOT ((consume el vino OR "wine diet only" OR "wine consumption and water consumption" OR "cuba socialista")) OR ("gases de efecto invernadero" OR "gas de efecto invernadero" OR "greenhouse gas" OR "greenhouse gases") OR ("vino organico OR "vinos organicos" OR "organic wine" OR "organic wines" OR (vino NEAR/2 organico) OR (vinos NEAR/2 organicos) OR (wine NEAR/2 organico) OR (wines NEAR/2 organico) OR "agricultura organica" OR "organic agriculture" OR (biodinamico OR biodynamic) OR (eficiencia energetica OR "energy efficiency" OR "energy efficient" OR "eficiente energeticamente") OR ("energia renovable" OR "energias renovables" OR "energia solar" OR "energia eolica" OR biomasa OR "renewable energies" OR "renewable energy" OR "solar energy" OR "wind energy" OR biomasa OR "energia verde" OR "green electrical energy" OR "energia limpia" OR "green energy") OR ((composting organic waste" OR "use wine waste" OR "turns grape waste into" OR "turns wine waste into" OR "based on agricultural waste" OR "based on agricultural waste" OR "produced from" NEAR/3 "wine waste") OR "a partir de residuos de la producción del vino" OR "aprovechamiento de los residuos" OR "wine byproducts" OR "wine byproduct" OR "turning wine waste" OR "using wine for warmth" OR (biocombustibles NEAR/5 vino) OR "waste also has a value" OR "using grape waste" OR "upcycled grape" OR "elaborado con residuos" OR "elaborada con residuos" OR (biotiel NEAR/5 wine) OR "a partir de residuos de la producción del vino" OR "process the waste of its winemaking into" OR "repurpose the residue as compost" OR "byproduct of winemaking" OR "aprovechamiento de los residuos" OR (biocombustibles NEAR/5 vino) OR (crafted NEAR/5 "grape pomace") OR "economía circular" OR "economiacircular OR "circular economy" OR "circulareconomy OR "recycled wine" OR (recycled NEAR/5 "wine industry") OR "a partir de aguas residuales de bodegas" OR "revalorizar los residuos" OR "grape waste as a resource" OR "turn wine waste into" OR "wine waste powering" OR "using grape waste" OR "aprovechamiento de residuos" OR "transformación de residuos" OR "residuos pesticidas" OR "waste minimising practices" OR "zero-waste winery" OR "putting waste to work" OR "zero-waste wine" OR "made from wine-making waste" OR "turn this waste into" OR "waste and turn it into" OR "made out of wine leftovers" OR "grapevine waste to make" OR "valorize waste" OR "upcycled fruit residue" NOT ("recycled wine bottle" OR "recycled wine bottles" OR "recycled wine cork" OR "recycled wine glass" OR "recycled wine glasses") OR ("gases de efecto invernadero" OR "gas de efecto invernadero" OR "greenhouse gas" OR "greenhouse gases") OR ("vino organico OR "vinos organicos" OR "organic wine" OR "organic wines" OR (vino NEAR/2 organico) OR (vinos NEAR/2 organicos) OR (wine NEAR/2 organico) OR (wines NEAR/2 organico) OR "agricultura organica" OR "organic agriculture" OR (biodinamico OR biodynamic) OR (eficiencia energetica OR "energy efficiency" OR "energy efficient" OR "eficiente energeticamente") OR ("energia renovable" OR "energias renovables" OR "energia solar" OR "energia eolica" OR biomasa OR "renewable energies" OR "renewable energy" OR "solar energy" OR "wind energy" OR biomasa OR "energia verde" OR "green electrical energy" OR "energia limpia" OR "green energy") OR ((composting organic waste" OR "use wine waste" OR "turns grape waste into" OR "turns wine waste into" OR "based on agricultural waste" OR "produced from" NEAR/3 "wine waste") OR "a partir de residuos del vino" OR "aprovechamiento de los residuos" OR "wine byproducts" OR "wine byproduct" OR "turning wine waste" OR "using wine for warmth" OR (biocombustible NEAR/5 vino) OR "waste also has a value" OR "using grape waste" OR "upcycled grape" OR "elaborado con residuos" OR "elaborada con residuos" OR (biotiel NEAR/5 wine) OR "a partir de residuos de la producción del vino" OR "process the waste of its winemaking into" OR "repurpose the residue as compost" OR "byproduct of winemaking" OR "aprovechamiento de los residuos" OR (biocombustibles NEAR/5 vino) OR (crafted NEAR/5 "grape pomace") OR "economía circular" OR "economiacircular OR "circular economy" OR "circulareconomy OR "recycled wine" OR (recycled NEAR/5 "wine industry") OR "a partir de aguas residuales de bodegas" OR "revalorizar los residuos" OR "grape waste as a resource" OR "turn wine waste into" OR "wine waste powering" OR "using grape waste" OR "aprovechamiento de residuos" OR "transformación de residuos" OR "residuos pesticidas" OR "waste minimising practices" OR "zero-waste winery" OR "putting waste to work" OR "zero-waste wine" OR "made from wine-making waste" OR "turn this waste into" OR "waste and turn it into" OR "made out of wine leftovers" OR "grapevine waste to make" OR "valorize waste" OR "upcycled fruit residue" NOT ("recycled wine bottle" OR "recycled wine bottles" OR "recycled wine cork" OR "recycled wine glass" OR "recycled wine glasses") OR (ecolavado OR greeningwashing) OR (((declaración ambiental de producto OR DAP) AND language:es) OR ((environmental product declaration" OR EPD) AND language:en)) OR ((("de proximidad" OR "km" OR "m" OR "kilometro" OR "kilometro" OR "local product" OR "local products" OR "local wines" OR "local wine" OR "local miles" OR "ceramics" OR "miles")) OR ("canales cortos" OR "canal corto" OR "cadena corta" OR "cadenas cortas" OR "short supply chain" OR "short distribution channels" OR "shorter distribution channels") OR ("envase biodegradable" OR "envases biodegradables" OR "envase reciclable" OR "envases reciclables" OR "envase ecologico" OR "envases ecologicos" OR "recyclable packaging" OR "eco-friendly packaging" OR "ecofriendly packaging" OR "sustainablepackaging" OR "packaged in a recycled" OR "reusable containers" OR "sustainable packaging" OR "ecowinobottle" OR "Recyclable Cardboard Packaging" OR "recyclable wine bottle" OR "packaged in eco-friendly" OR "recyclable PET" OR "recyclable box") OR (ecotiqueta OR ecolabel OR "etiqueta ecologica" OR "certificado ecologico" OR "etiquetas ecologicas" OR "certificados ecologicos" OR "eco-label" OR "ecological label" OR "ecological labels" OR "eco-labels OR eco-labelling OR ecolabelling OR "green certification") OR ("implicación en la comunidad" OR "implicada en la comunidad" OR "comunitary involvement" OR "involved in the community" OR "implication con la comunidad" OR "implicada con la comunidad" OR "implicated con la comunidad" OR (supporting NEAR/4 community) OR (contributing NEAR/3 community) OR "doing good for the community" OR (apoyo NEAR/3 local) OR "fomentando el empleo local") OR ("diversidad laboral" OR "inclusion laboral" OR "workforce diversity" OR "workplace inclusion" OR "labor market inclusion" OR "occupational inclusion" OR "labour inclusion" OR "diversity in the workplace") OR ("proyectos sociales" OR "proyecto social" OR "social projects" OR "social project" OR "labor socio-ambiental" OR "community programs" OR "community projects" OR "social enterprises" OR "empresa social") OR ((objetivo de desarrollo sostenible" OR "objetivos de desarrollo sostenible" OR ODS OR "agenda 2030" OR "agenda2030") AND language:es) OR ((("sustainable development goals" OR "sustainable development goal" OR SDG OR "2030 agenda" OR "2030agenda") AND language:en)) ((("responsabilidad social" OR RSC) AND language:es) OR ((("social responsibility" OR CSR) AND language:en)))



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Query Name	Date	Title	Snippet	Url	Domain	Sentiment	Page Type	Language	Continent	Country	Account Type	Author	Avatar
2	VINOS - SOSTE	30/4/23		...looked at you as you ranted, saying very little.	http://daechv	tumblr.com	neutral	tumblr	en	North Americ	United States		daechwitatan	
3	VINOS - SOSTE	30/4/23	Bergino Baseb	...wine. I'll be conducting in-person video inter	https://podta	podtail.com	neutral	news	en	North Americ	United States			
4	VINOS - SOSTE	30/4/23	RT @MiguelCr	RT @MiguelCrunia Some of the bottles uncorked	http://twitter	twitter.com	neutral	twitter	en	North Americ	United States	individual	Edinburgh_fo	https://a
5	VINOS - SOSTE	30/4/23	Some of the b	Some of the bottles uncorked over the weekend	http://twitter	twitter.com	neutral	twitter	en	Europe	United Kingdc	individual	MiguelCrunia	https://a
6	VINOS - SOSTE	30/4/23	Wine for wild	Wine for wilderness goes down easy 🍷 #WineO	http://twitter	twitter.com	neutral	twitter	en	Europe	United Kingdc	individual	ceraonldn	https://a
7	VINOS - SOSTE	30/4/23	Why are orgar	...negative externalities of conventional agricul	https://www.	archyde.com	neutral	news	en	North Americ	United States			
8	VINOS - SOSTE	30/4/23	Bringing the C	...residents don't use less water. Newsom asked	https://toron	torontocarib	neutral	news	en	North Americ	United States			
9	VINOS - SOSTE	30/4/23	ZERO POWER	..., not to mention reviewing their track record.	https://toron	torontocarib	neutral	news	en	North Americ	United States			
10	VINOS - SOSTE	30/4/23	Stingy News A	...accommodate more invested money." "Indee	http://www.r	ndir.com	neutral	news	en	North Americ	Canada			
11	VINOS - SOSTE	30/4/23	Work continu	...some more staff, we'll be ready to go," said Ch	http://fremor	fremonttribui	neutral	news	en				JEFF FORWARD	

After queries ... Big, big data

931748	VINOS - SOS	1/1/19	Smart home	...intelligent toilet with proximity sensor ca	https://www	reviewjourna	neutral	news	en					
931749	VINOS - SOS	1/1/19	gold chunky l	...subtle hammered patterns, you can pair i	https://www	herworld.cor	negative	news	en	Asia	Singapore			
931750	VINOS - SOS	1/1/19	Folleck, Mur	...than the refer- ence level, bone mass will	http://www.	1vl.ru	neutral	forum	en	Asia	Mongolia		SnorreKedve	
931751	VINOS - SOS	1/1/19	Tyler, Munta	...central backbone of the extensive fitness	http://www.	1vl.ru	neutral	forum	en	Asia	Mongolia		SnorreKedve	
931752	VINOS - SOS	1/1/19	SANTANDER	...supuesta "inacción" de Sota vino determi	http://cronic	cronicadecar	neutral	news	es	Europe	Spain			
931753	VINOS - SOS	1/1/19	Urbanization	...). Sustainable development: The ability of	http://emili	emiliaskjonn	neutral	blog	en	Europe	Germany			
931754	VINOS - SOS	1/1/19	Mindful drinl	...Dublin at the 2018 Food & Wine Awards,	https://www	irishexamine	neutral	news	en	Europe	Republic of I			



Results

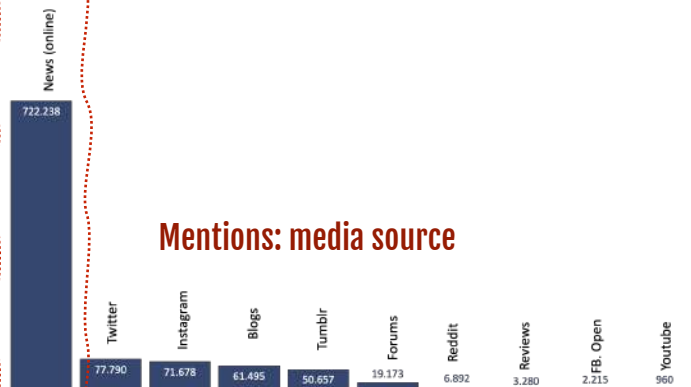
increase in sustainability-related mentions
over the past four years



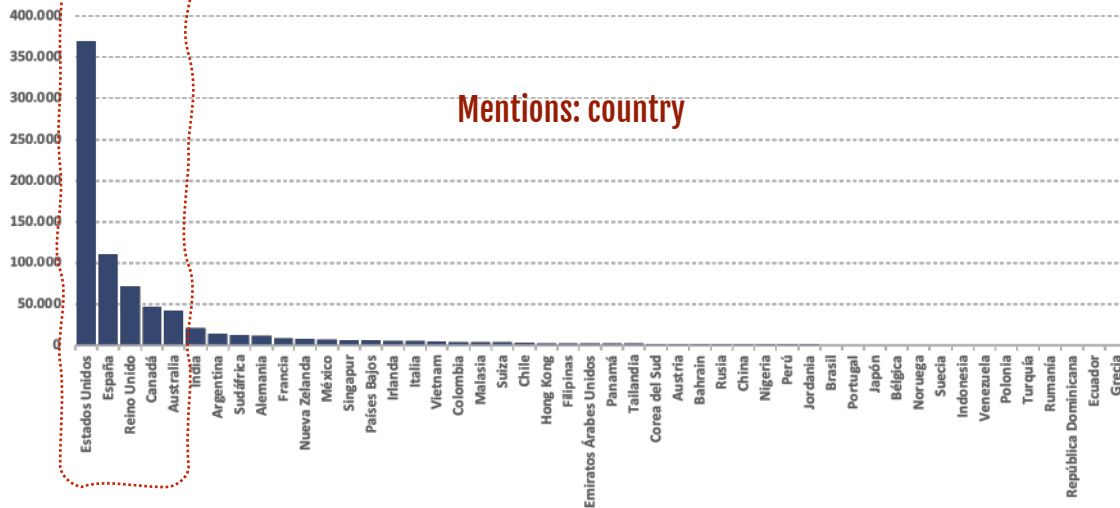


Results

Mentions: media source

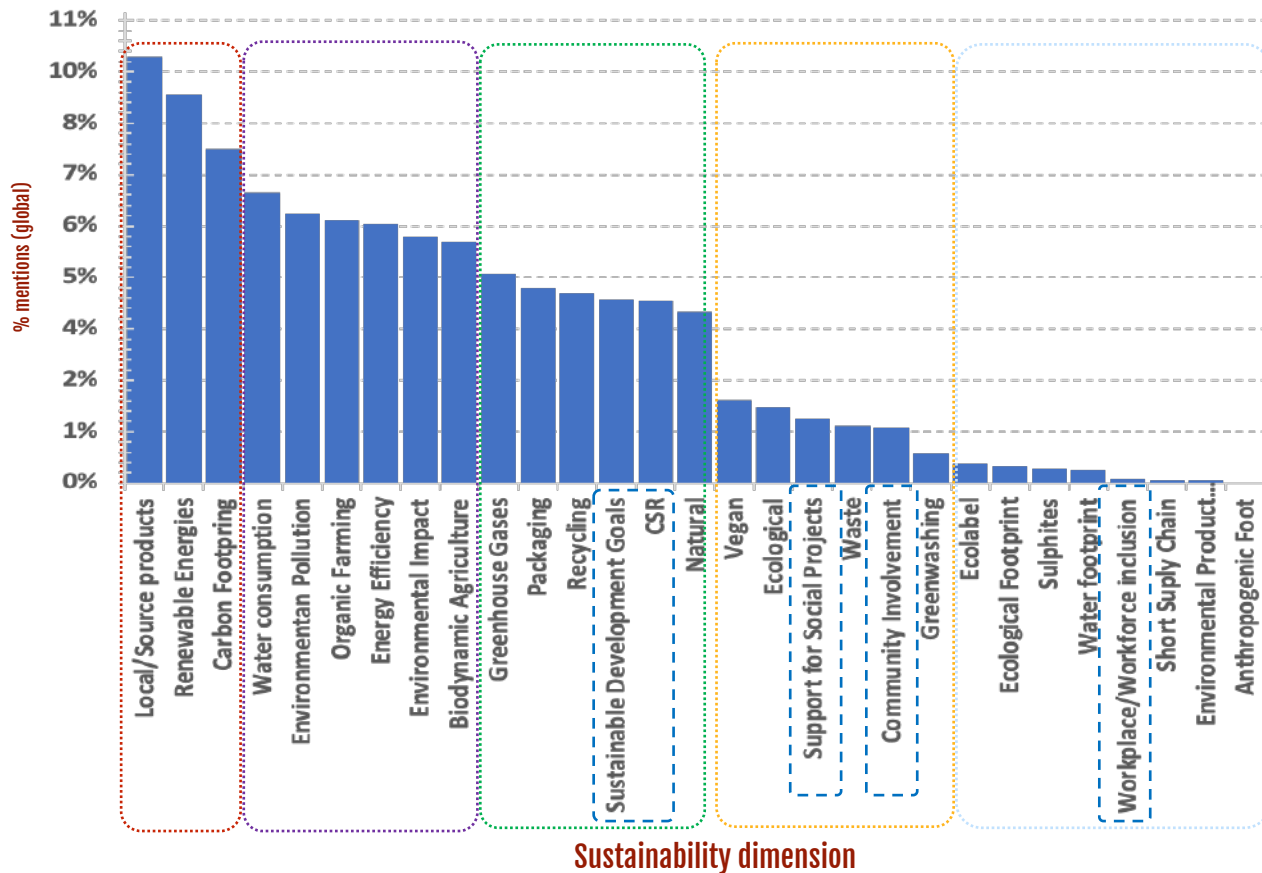
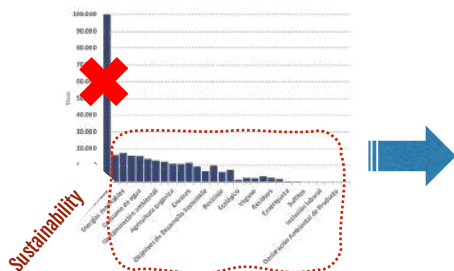


USA, SPA, UK, CAN, AUS > 75%



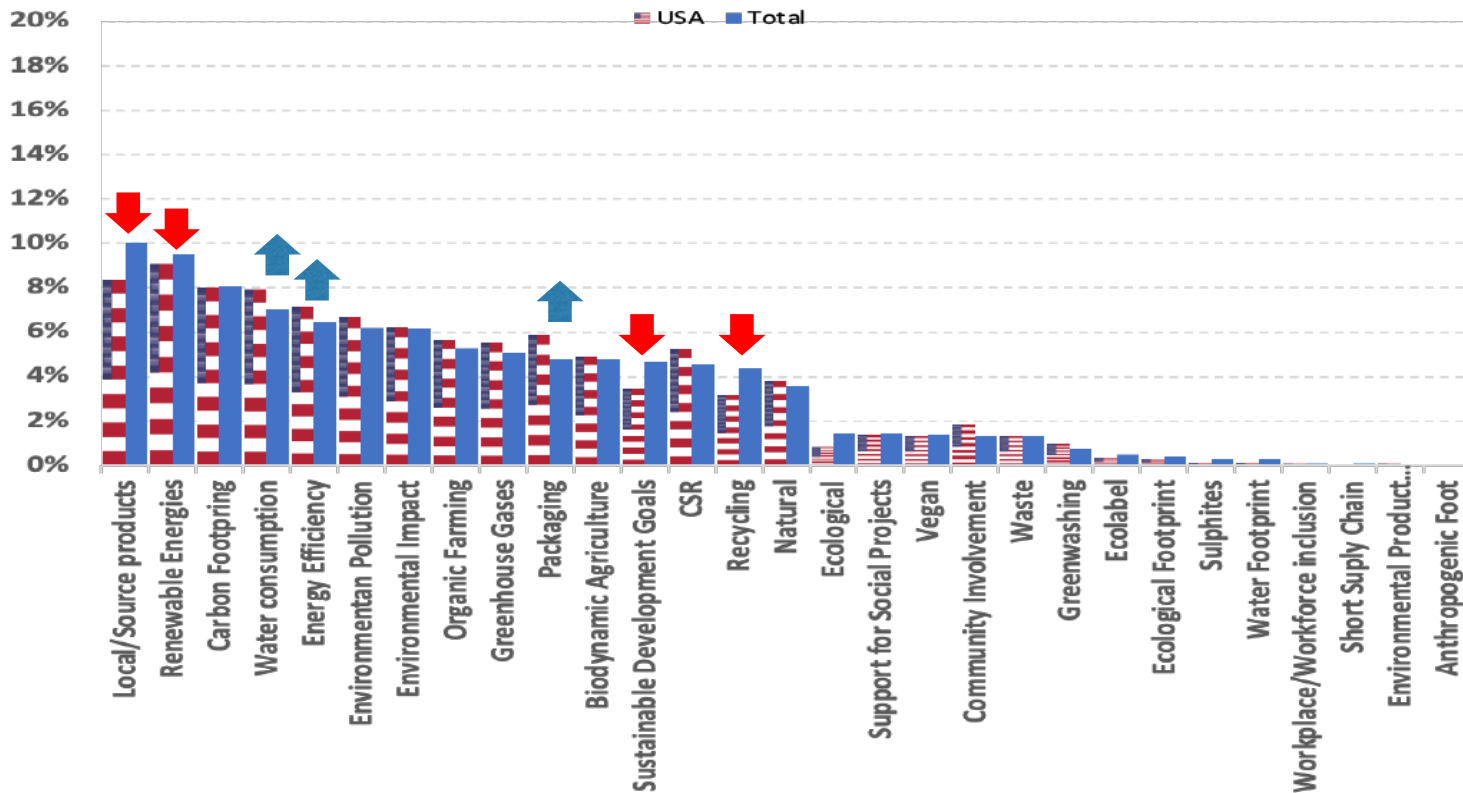


Results



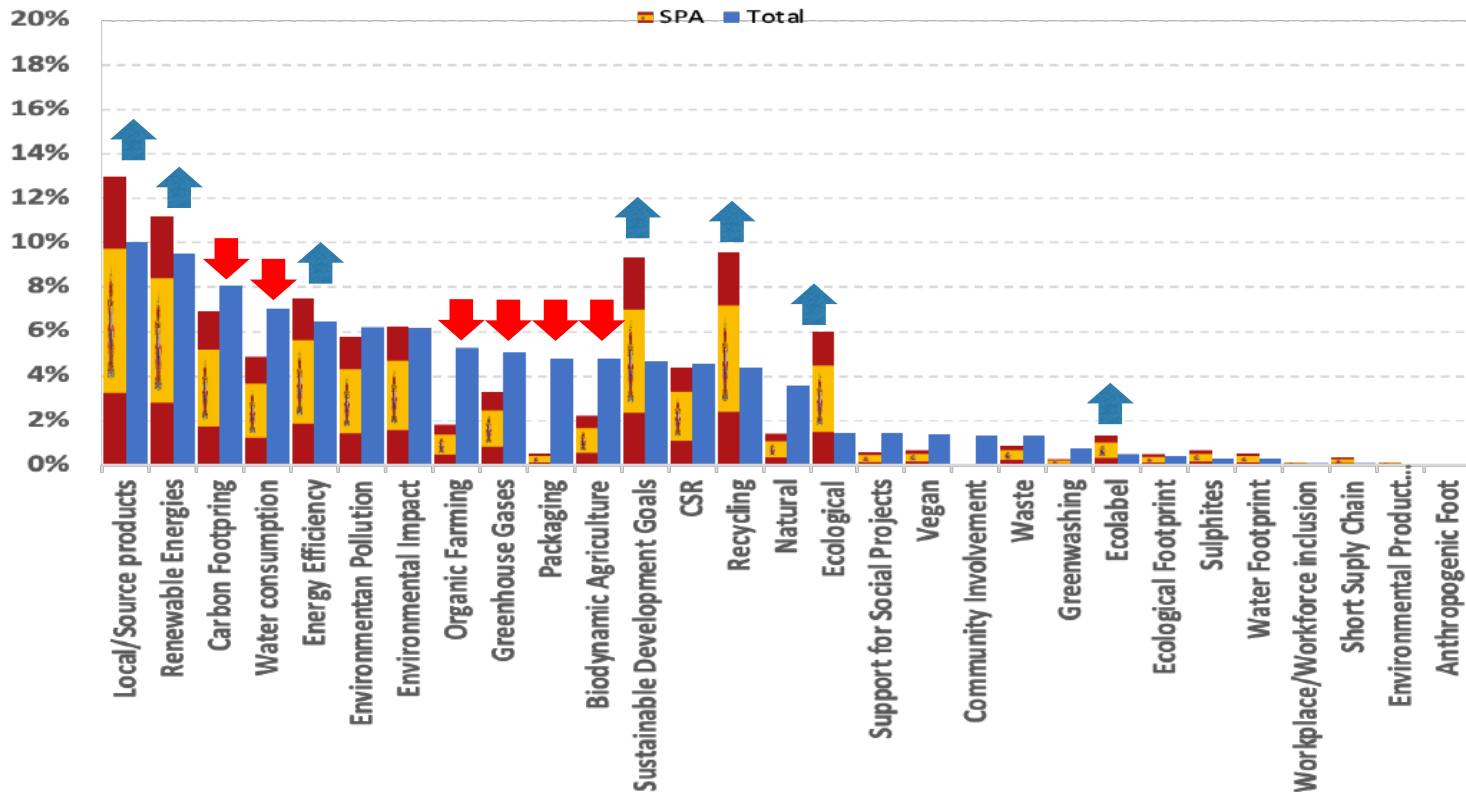


Results



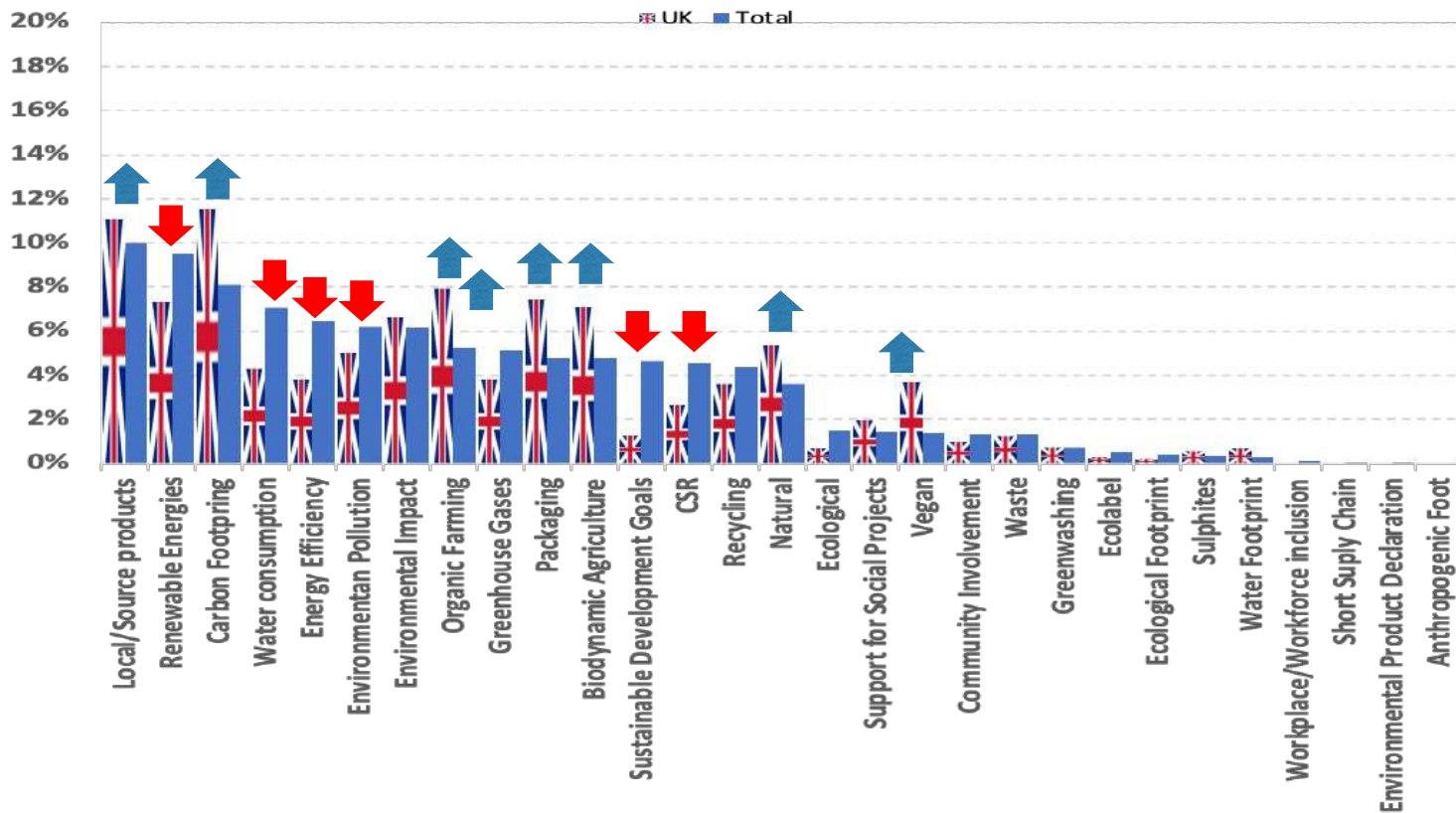


Results



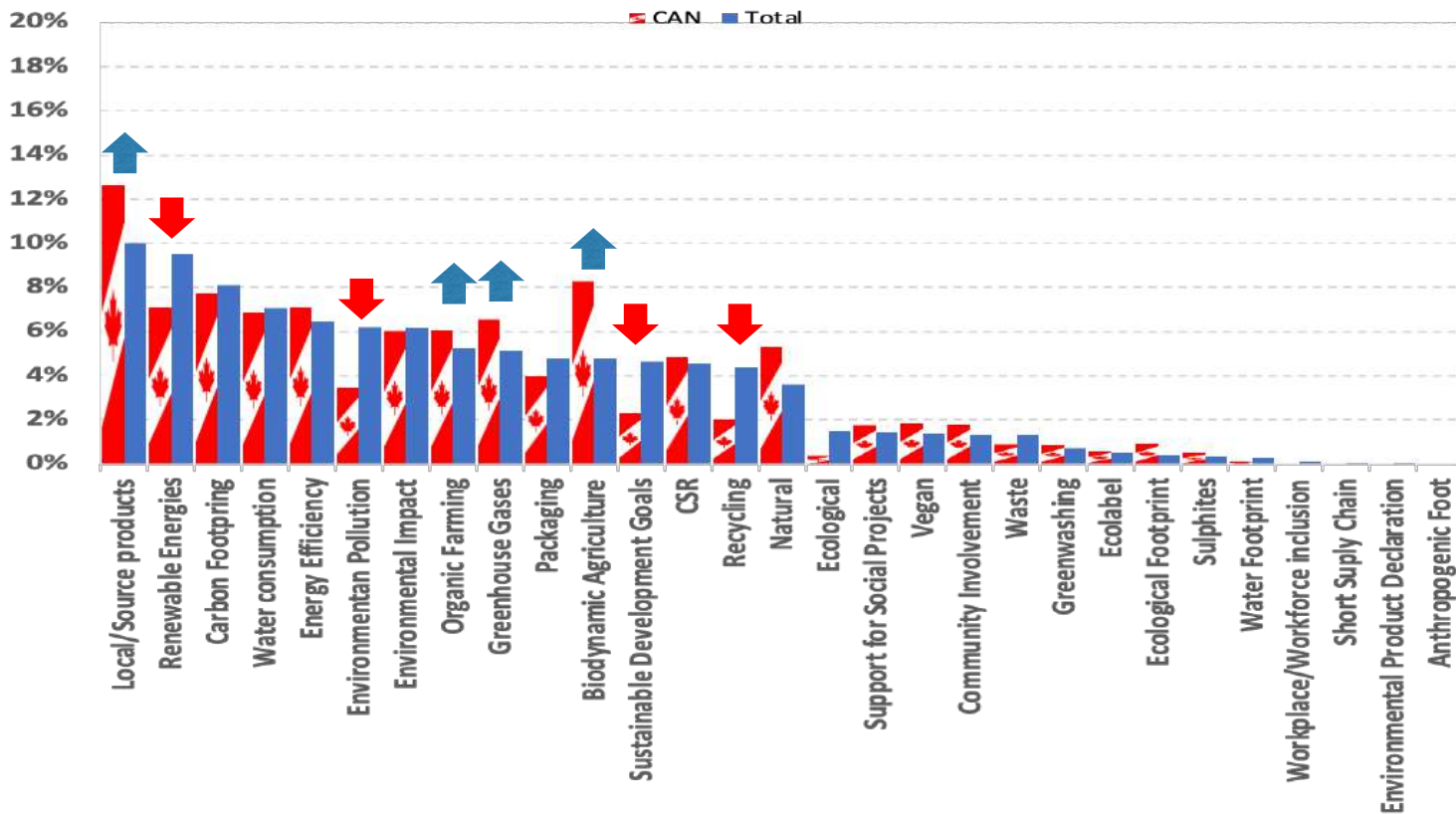


Results



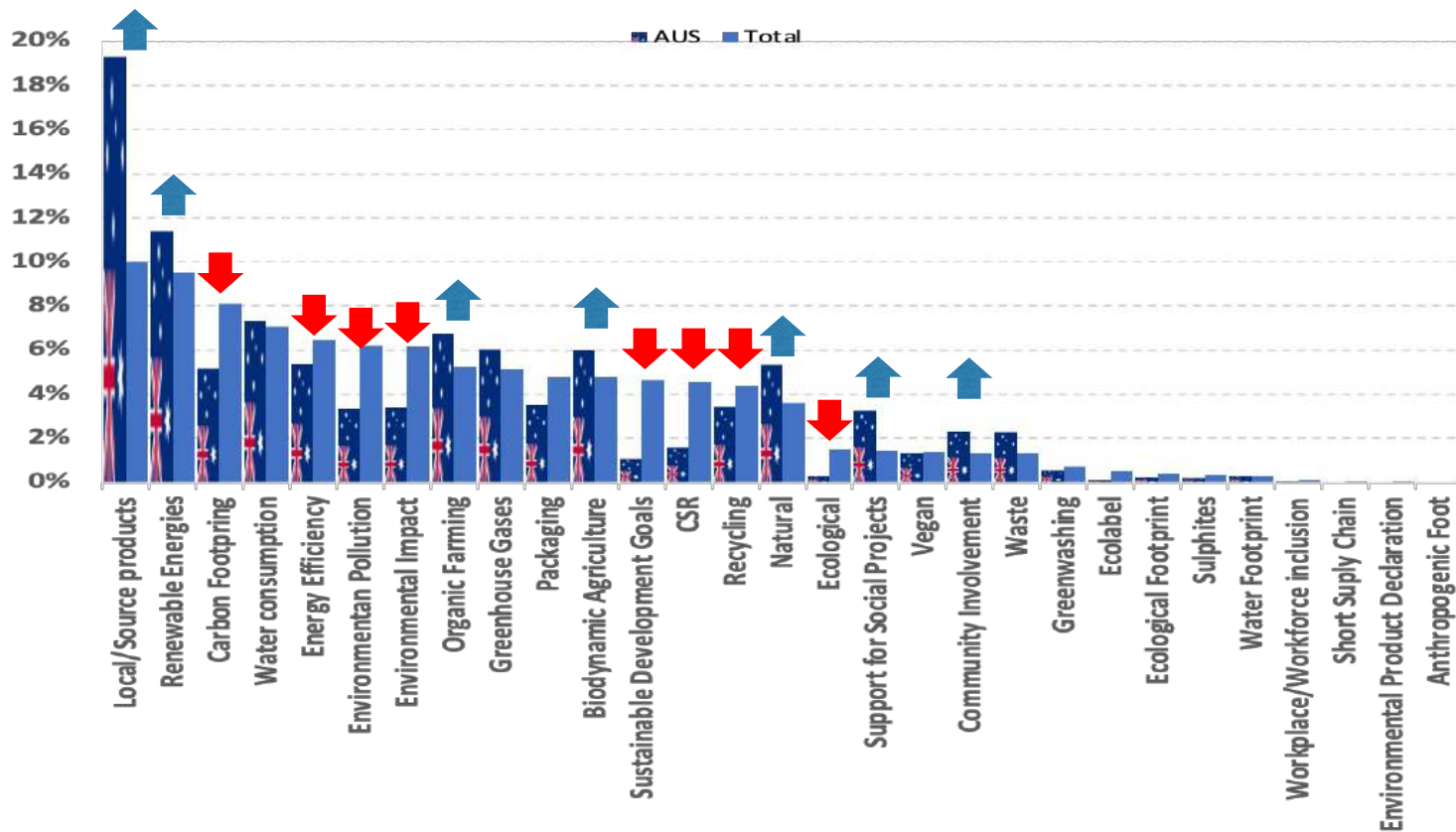


Results





Results





Conclusions

Relevance and usefulness of UGC to understand sustainability issues in wine industry

Growth in mentions / conversations related to sustainability dimensions in different countries

Relevance of dimensions:

Local source products (need more análisis)

Energy and consumption : renewable energies, water consumption, energy efficiency

Sustainability indicators: carbon footprint, pollution, environmental impact, greenhouse gases

Packaging and recycling

Sustainability in production: biodynamic agriculture, organic farming

Social sustainability less important

Product related: natural, and less ecological, vegan, ecolabel, sulphites



Conclusions

Differences in **relative importance across countries**

AUS ≠ local/source products vs. **USA**

SPA/AUS ≠ renewable energies vs. **UK/CAN**

UK ≠ vegan vs. rest

UK ≠ carbon footprint vs. rest

UK/AUS ≠ organic farming vs. **SPA**



Limitations

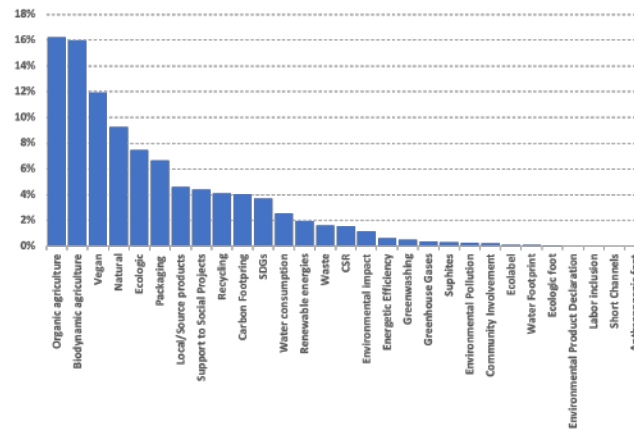
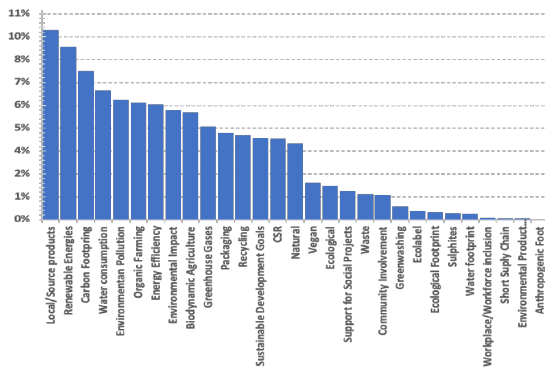
Exploratory and descriptive

Different users' categories (brands, business, consumers, prescriptors/influencers)

Different sources with different conversation patterns and objectives

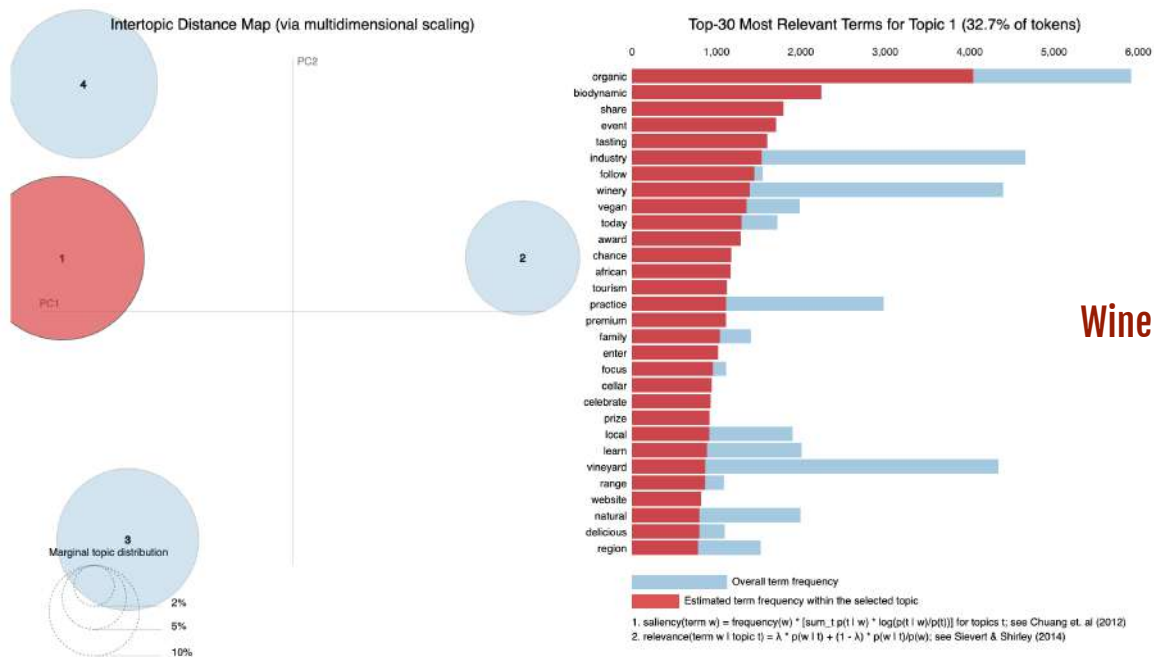
Refine and “refilter” to avoid irrelevant information

Analysis of aggregate categories



Future research

Specific analysis of mentions' text content (NLP) to identify *ad hoc* themes





Future research

Sentiment analysis of contents

Previous **users' segmentation** (i.e. consumer vs brands)

Segmentation and separate analysis of **information sources**

Detailed **geolocation** of contents (e.g. twitter)

Dynamic analysis and trends

Influence/relationships networks

Wine-specific social media





Muchas gracias por su atención
Thank you very much for your attention
Merci beaucoup pour votre attention
Grazie mille per la vostra attenzione
Herzlichen Dank für Ihre Aufmerksamkeit

This is a



WORK IN PROGRESS



**NUEVOS PRODUCTOS AMBIENTALMENTE
RESPONSABLES DERIVADOS DE ESTRATEGIAS DE
INTEGRACIÓN Y VALORACION DE INNOVACIONES
PARA LA SOSTENIBILIDAD INTEGRAL EN EL
SECTOR VITIVINÍCOLA Y DEL ACEITE DE OLIVA
(COOP-2021-CM-01)
Proyecto Piloto Innovación 2023-25**

