TOUR 1 - « Bacchus » Living Lab

Overview of the Agricultural System

The **BACCHUS site is a living lab** designed to support the agro-ecological transition of **vineyard-dominated landscapes.** Located in Gironde in southwest France, it extends more specifically to the wine-growing regions of Libournais and Entre-Deux-Mers.



Combining **cultivated (mainly viticultural) and uncultivated (forests, meadows) ecosystems**, this study area was chosen because it brings together various production contexts both in terms of farming practices and landscape contexts.



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All the **stakeholders** of these landscapes are confronted with numerous challenges, including facing: climate change, the decline of biodiversity, the economic crisis of the wine sector and the loss of attractiveness of these very intensive landscapes and the cohabitation between various stakeholders.

Key Stakeholders

The BACCHUS Living Lab brings together a diverse community of stakeholders, **including winegrowers, agricultural professionals, researchers, local authorities, and citizens.** Its objective is to support **research**, to circulate **knowledge**, and to foster **dialogue** in order to reconcile wine production with biodiversity preservation.

General Project Framework

BACCHUS is part of the **VitiRev project**, which promotes innovation and consultation as twin levers for transformation. The program is structured around 15 Territorial Innovation Laboratories (TILs) established directly within wine appellation areas—such as Madiran, Cognac, and Pineau. These TILs function as testing grounds for ecological practices and governance models, adapted to the specificities of each terroir.

This approach is aligned with the **Neo Terra regional roadmap, which guides public policy and funding in Nouvelle-Aquitaine** to accelerate the ecological transition across sectors, including viticulture.

The BACCHUS site offers a concrete illustration of how territorial collaboration and experimental research can support more sustainable, resilient, and inclusive winegrowing landscapes.

For more information, please visit:

- *Site Atelier Bacchus. Living Lab. Site Atelier Bacchus.*
- *Région Nouvelle-Aquitaine. (2023, March 15). Vitirev : Innovons pour des territoires viticoles respectueux de l'environnement. Région Nouvelle-Aquitaine.*