

Organizational capacity of Greek wine co-operatives: an assessment tool



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Objective



The research aims to identify how Greek wine co-operatives assess themselves by answering a survey developed to identify organizational capacity in wine co-operatives.



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Methods



Questionnaire elaboration – based on:
**Organizational Capacity of Portuguese Wine
co-operatives Model**

Likert (1 to 5)

31 wine co-operatives in Greece

Pilot (questionnaires and interviews)



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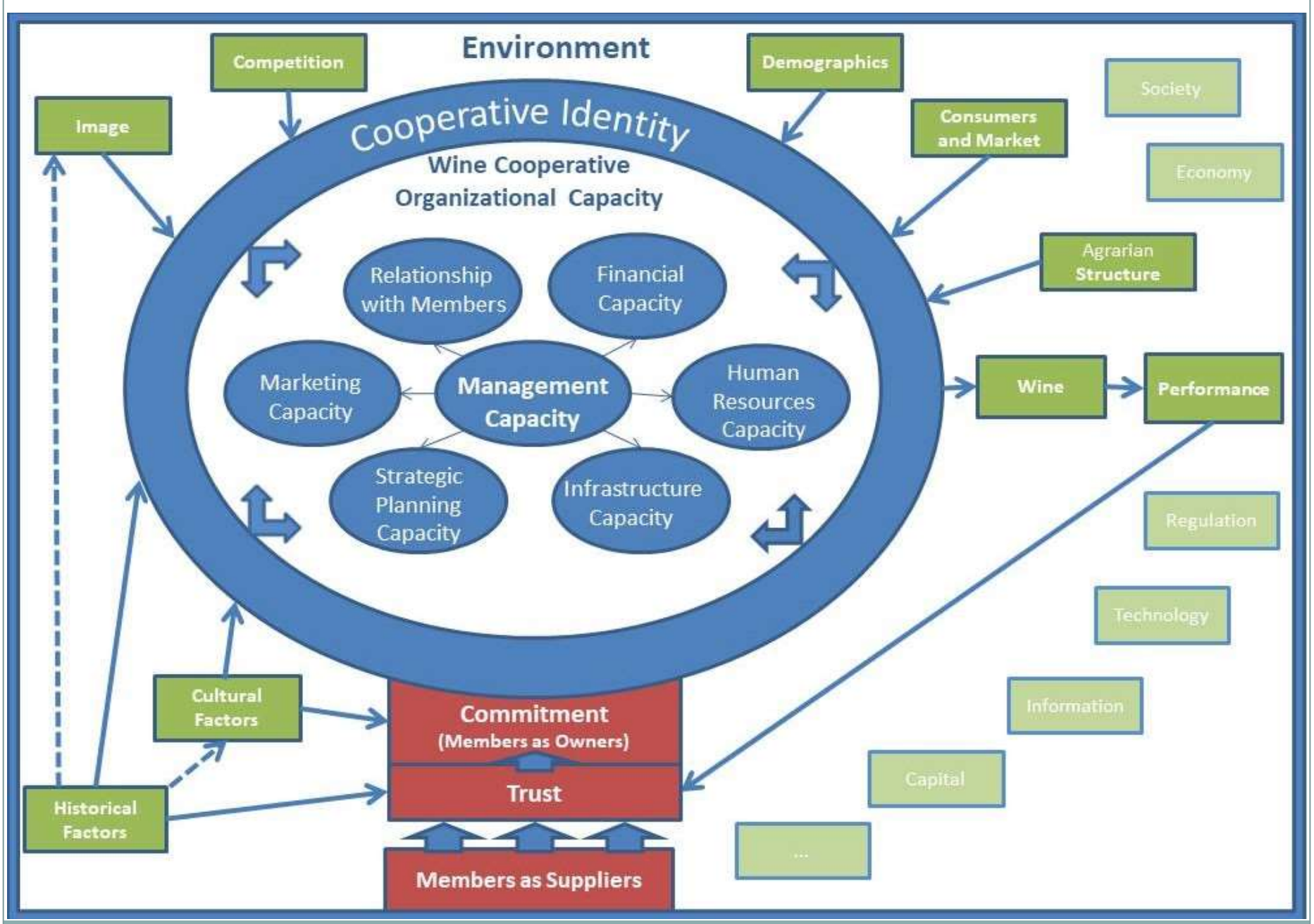
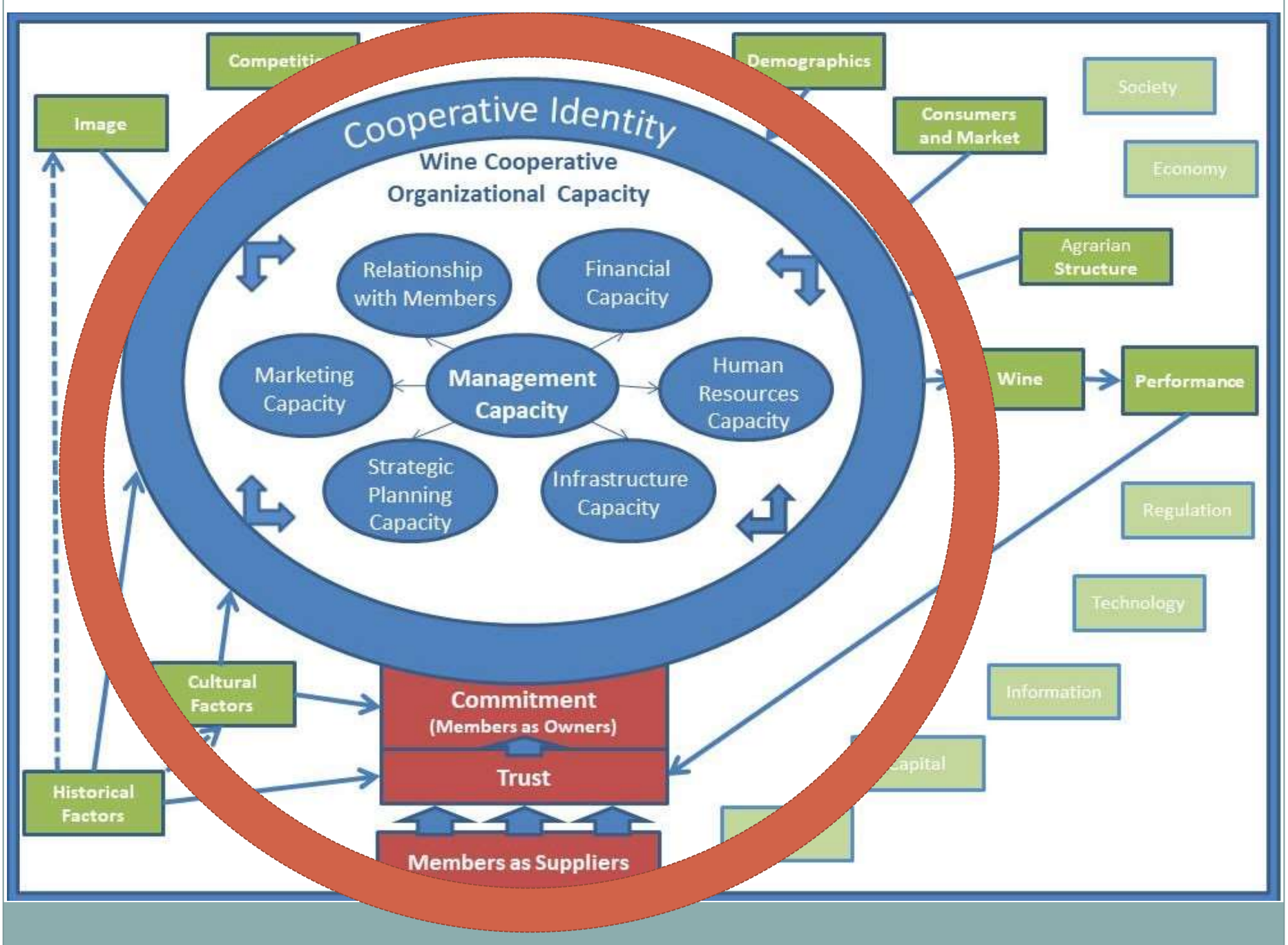


Figure 1. Organizational structure of a wine cooperative. The diagram illustrates the internal organizational structure and its relationship with the external environment. The core of the cooperative is defined by its **Cooperative Identity** and **Organizational Capacity**, which is centered on **Management Capacity**. This management capacity is supported by several key areas: **Relationship with Members**, **Financial Capacity**, **Marketing Capacity**, **Human Resources Capacity**, **Strategic Planning Capacity**, and **Infrastructure Capacity**. The cooperative's structure is built on a foundation of **Members as Suppliers**, which leads to **Trust** and **Commitment (Members as Owners)**. The entire organization operates within an **Environment** that includes **Competition**, **Demographics**, **Consumers and Market**, **Agrarian Structure**, **Society**, **Economy**, **Regulation**, **Technology**, **Information**, and **Capital**. The cooperative's **Image** is shaped by **Historical Factors** and **Cultural Factors**, and its **Performance** is a result of its **Wine** production.



The questionnaire: sections



- **Members**
 - Members as suppliers
 - Trust
 - Commitment: members as owners
- **Co-operative identity**
- **Organizational capacity**
 - Financial capacity
 - Infrastructure capacity
 - HR capacity
 - Marketing capacity
 - Strategic planning capacity
 - Relationship with members
 - Management capacity

Questions



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Why to apply the questionnaire?



- Organizational capacity of Greek wine co-operatives
- Self-evaluation
- Comparing to others



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