

INTERREG IIIB CADSES

Measure 1.3

ĆENOPROMOTION: European network of centers for promotion, valorization and protection of wine

Project idea

Valorization and promotion of local typical vine-growing and wine-producing bodies through the creation of an European network of centers for promotion and protection of wine, settled in that region with tradition and vocation in this field. This centers have to represent a turning point in the promotion and exploitation of wine production, through new and useful services for both consumers and producers.

The importance of the typical productions is increasing for local economy, not only for the economic aspect directly connected to the sale of the products, but for the tourist induced and the promotion of the entire interested territory

The European territories are extremely interesting and adapted to an integration between local vine-growing and wine-producing bodies of quality and a detached tourist vocation, together with rich cultural and training programs organized on the territory themselves by local public and private bodies.

At least, the project aims at enhancing the valorization and promotion of wine in the European market, through a series of integrated activities focused on the exchange of knowledge, in training workers and into a wide dissemination and promotion action made by innovative web site, conference, handbook and flyers, participation in the main European and worldwide event.

Objectives

- To contribute to the development of the marginal rural areas, through the recovery and the valorization of typicality such as vine native and the wine productions of excellence;
- to promote an alternative and sustainable development, with a particular attention to the quality of the products and to local specialty;
- to create a European network, through the transfer of good practice from Italy to other countries and vice-versa;

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- to exchange experiences between the wine producers of various Central, Adriatic, Danubian and South Eastern European zones;
- to create some local centers of excellence for the protection and the valorization of quality products;
- to promote and support the smaller and typical local wine producer.

Actions to be taken

1. Creation of a European network of subjects operating in the field of the protection and the valorization of the products of the vine-growing and wine-producing row
 - analysis of the state of the art and of the real needs of every single partner;
 - evaluation of a plan of common action;
 - setting up of common instrument of studies
2. Studies - planning activities
 - study of the territorial peculiarities;
 - exchange of information and formation of qualified staff, updating/modernization of the worker;
 - development of new instruments and solutions for promotion
3. Pilot action
 - setting up of local permanent structures active in the field of promotion activity;
 - diffusion and protection of small local wine-producing of excellence through these new structures
4. Final analysis
 - comparative analysis between the solution adopted;
 - common evaluation of best practice;
 - dissemination

Partners:

- Enoteca d'Italia, Italy, lead partner
- Region of Ionian Islands, Greece
- Region of Thessalia, Central Greece
- Municipality of Filiatra, Greece
- Association of Wine Makers of Santorini, Greece
- several Municipalities of Central and Western Macedonia, Greece
- Chamber of Arcadia, Region of Peloponnese, Greece

other partners searched from Hungary, Czech Republic, Poland, Slovak Republic, Slovenia, Austria

Duration: from September 2005 to October 2007

Costs: more or less 2M €; between 150.000 and 250.000 euro for each partners; 350.000 € for the lead partner.

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