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## Participatory governance for the European Union cultural-historical values of traditional agricultural landscapes

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### Joint report of International Events



LJUDSKA UNIVERZA LENDAVA  
NÉPI EGYETEM LENDVA



município de  
lousada

## INTERNATIONAL EVENT No. 1 EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	1 - Concello de Vedra
<b>PIC number:</b>	943256907
<b>Project name and acronym:</b>	Participatory governance for the European Union cultural- historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION	
<b>Event number:</b>	Event 1
<b>Event name:</b>	Common social values and ethnographic, cultural and historical traditions around tilling and harvesting the land in Europe
<b>Type:</b>	Conferences, World Café, visits to good practices, Kick-off meeting
<b>In situ/online:</b>	in-situ
<b>Location:</b>	Spain, Vedra
<b>Date(s):</b>	8th, 9th and 10th of March 2023
<b>Website(s) (if any):</b>	Under construction
Participants	
Female:	40
Male:	44
Non-binary:	-
From country 1 Spain:	69
From country 2 Italy:	5
From country 3 Bulgaria:	-
From country 4 Slovenia:	4
From country 5 Croatia:	3
From country 6 Portugal:	3
Total number of participants:	84
From total number of countries:	5
Description	
<i>Provide a short description of the event and its activities.</i>	

## I. KICK-OFF MEETING AND VISIT TO GOOD PRACTICES, 8th of March

The first day of winEU.rur Event (Wednesday, 8<sup>th</sup> of March) started with the Kick-off and 1<sup>st</sup> Project Steering Committee Meeting, at the “A Estación Centro de Emprendemento” (Vedra), a reconverted railway station that now functions as a multifunctional centre, housing a co-working area for entrepreneurial and business projects.



Ms. Vanessa Crespo Souto, on behalf of Municipality of Vedra, welcomed international partners and started the first official meeting of the project. Partners discussed the main aspects that will shape the future implementation of winEU.rur: the work plan and budget were reviewed and the main tasks were identified and distributed. For further information about the content of the meeting, please find the meeting minutes in Annex 1.

After the meeting ended, partners visited the “Destilería Aguardientes de Galicia”, in Vedra, a well-known distillery in Galicia born in 1992 that focuses its activity on the usage of ingredients of the region, such as the Albariño grape, and preserving the traditional art of distillery. Moreover, partners were also invited to a guided tasting of Galician wines.

## II. PROJECT OFFICIAL OPENING EVENT, 9th of March

On Thursday 9<sup>th</sup> of March, the Project official opening event took place at the Pazo de Vista Alegre in Vedra, Spain.

### 1) Official inauguration by Mr. Carlos Martínez Carrillo, Mayor of the Municipality of Vedra.

Mr. Carlos Martínez Carrillo, Mayor of the Municipality of Vedra, welcomed all participants and briefly presented the Municipality, its main characteristics: small, rural, very little density of population and their agricultural and wine making tradition, elements that unite them with the other rural communities of Europe and the winEU.rur project.



**2) Project presentation by Vanessa Crespo Souto, Project Manager in the Municipality of Vedra**

Ms. Vanessa Crespo Souto presents winEU.rur project to all the attendees to the Project official opening Event, by first explaining how the idea was developed: from the Municipality they wanted to protect the environment, to be sustainable and to value heritage and tradition; elements that later were a part of their key characteristics of the winEU.rur project. In Vedra there is a long tradition of wine making, as well as in other European regions, issue tackled by winEU.rur by aiming to protect the traditional harvesting methods and landscaping through a participative governance methodology.

Therefore, the main objective of winEU.rur project is to create a network of small rural communities for the protection, promotion and valorisation of European rural landscapes, boosting new experiences of sustainable tourism and digital and ecological transition actions, and also defining strategies of participatory governance based on the social, cultural and historical values offered by traditional agricultural landscapes, as assets for a more green, more digital and more resilient European rural areas.

**3) Presentation of guest organisations**

Moving forward, international partners present their organisations, their main characteristics, their ongoing, future and past projects related to sustainability and protection of heritage and their expectations about winEU.rur project.

**III. INFO DAY, 9th of March**

After a brief pause, the day continued with the Info Day.

**1) Presentation of Mr. Enrique Luis de Salvador Sánchez, Director of the Institut of Territorial Studies, Regional Government of Galicia**

Mr. Enrique Luis de Salvador Sánchez speaks about the landscaping strategy of the Regional Government of Galicia. This strategy is structured into three pillars: heritage protection, awareness raising and cooperation. One of the characteristics of this strategy is the governance, a factor that the organisation wants to translate to civilians through public instruments at the disposal of the citizenship.

Moreover, Mr. Enrique Luis presents the characteristics of the landscape in Galicia, and the legal recognition of the landscape -European landscape convention-, the regional law of landscape in Galicia, its legal reach and organisation within the regional government.

The region where the Municipality of Vedra is located is very rich in natural heritage, with unique areas of landscaping interest, and also closely related to wine making, such as the „Valley of the wine“. The concept of „landscape value of use“ is of significance in this context, since it places value in the usage of the heritage sites by their inhabitants and visitors, as well as in preservation and sustainability.

**2) Conference „The tradition of wine culture in Galicia“, by Mr. Víctor Furelos, Expert journalist**

Mr. Víctor Furelos speaks to participants about the history of winemaking in Vedra, closely related to the land owners of the Medieval times in the „Pazos“ (palaces), where we can still find wine cellars and vineyards.

Moreover, Mr. Víctor Furelos notes the similarities between Vedra and other wine-making European regions (Portugal, France, Italy, Germany, Netherlands, Hungary) and the importance of preserving the uniqueness of the landscape of these areas.

**3) Conference „Brief presentation of the Wine Festival“, by the Organizing Committee.**

Before finishing the Event, two representatives of the Organizing Committee of the Wine Festival briefly present the event. The Wine Festival of Vedra has been celebrated for a long time, its objectives are to promote the wine of the region, improving quality and trading, to value the wine culture and improve the development of the territory.

The Wine Festival takes place every year, where information, training actions, activities, events (conferences, workshops, music, food, crafts...) and such related to wine are carried out through the days of the festival.

#### IV. VISITS TO EXAMPLES OF GOOD PRACTICES, 9th of March

After the lunch break, the visits to good practices followed in the afternoon. Firstly, partners partook in a guided visit to the Pazo de Ortigueira and Gardens, in Santa Cruz de Ribadulla, a nearby parish. This palace and its gardens have been recognised with the International Camellia Society Garden of Excellence badge for several years. Moreover, the gardens were also used for growing olive trees and produce olive oil as well as a vineyard, that produced the famous “Ulla” wine.



Then, partners participated in a guided tour of the Distillery Casa Nordés of Galicia, in Vedra, an internationally recognised distillery and gin-making company. The distillery offers an experience to its visitors, in a space dedicated to the origin, history and production of the Nordés gin, illustrated by one of their representatives. Once the visit to the factory ended, partners were welcomed with a tasting of Galician gin in their Cocktail room.

#### V. TRANSNATIONAL WORKSHOP, 10th of March

On Friday 10<sup>th</sup> of March, the Transnational Workshop „World Café“ and Conference about a good practice, took place at the „María Manuela Enotourism“ historic wine cellar.



### 1) Conference „Landscape and heritage“, by Ms. Cristina García, Coordinator of the Degree in Landscape at the University of A Coruña

Ms. Cristina García presents during her conference „Landscape and heritage“ by first speaking about the resilience of nature, framed into the National Green Infrastructure and Ecological Connectivity and Restoration Strategy (2021), where this concept is defined as the ability of an ecosystem to return to its original condition after being disrupted or damaged.

Continuing with the Conference, Ms. Cristina García addresses the landscape of Galicia, its natural flora, the role of the invasive species and what can be done to deal with them, as well as how civilization affects the natural environment.

Then, she explains how the Galician rural landscape was built through the different needs that civilization has had over time: first the celtic population, followed by the roman empire and lastly modern civilization. Moreover, there are other elements that shape the territory, such as the the Saint James route and modern commercial trade routes, as well as the climate, that allows for certain crops to grow in different areas, the placement of the rivers and population settlements, among others.

Before finishing her speech, Ms. Cristina García speaks about other projects that are in line with landscape protection, such as Creahlands project, an initiative that introduces rural landscapes and heritage into the education, as an opportunity for better and more participative management of the territory; and Paisaxes Incultas project, that encompasses the construction of a modern facility to preserve and study the natural flora of Galicia, together with the legends and mystic elements related to them, with the aim to preserve the immaterial cultural and natural heritage of the region.

### 2) „WORLD CAFÉ“ Activity

The World Café methodology is a process of human, warm and meaningful conversation that allows a group of people to discuss powerful questions, to generate ideas, agreements and creative and innovative paths of action, in a friendly and welcoming environment.

For the activity, partners divide into three groups, each one of them with a different topic to develop, pertaining the different issues that rural areas face. There were three aspects to identify among each topic: Common problems, Challenges and Solutions. The topics were the following:

- Participatory governance  
The group identified several issues and subjects affecting the development of participatory governance in rural areas. Some of the challenges identified were the lack of sense of community, the lack of youth involvement and the difficulty to transform people's needs and opinions into policies. The solutions identified encompass holding public audiences with the communities, to be aware of their needs, establishing a quota for young people to participate in the government and for farmers to associate in order for them to be able to pressure policy making.
- Traditional agriculture and landscape  
In this group two common problems were identified: one, that preserving the landscape reminds citizens of poverty and second, that most of the land owners do not inhabit the land, making their involvement and decision making not in line with the territorial needs. The challenges to face within these issues are to change the mentality of the population: individualism is damaging to the sense of community and the development of joint actions, as well as to enable economically the actions directed to protecting the landscape. The opportunities (solutions) must be focused in quality instead of quantity and investment in sustainable tourism for a more environmental friendly future.
- Cultural and historical values  
Within this topic, awareness of traditions is the key aspect in order to preserve them in the next generation. In this sense, technology becomes an opportunity to disseminate and enhance traditions, allowing them to reach a wider audience. The involvement and support of local authorities is key in the preservation of traditions, by developing policies that enhance the attractiveness of the regions, capturing new visitors to these small rural communities, with the commitment to preserve natural heritage. Some of these activities are Festivals, that promote traditions.

In addition, and related to winEU.rur, the groups conclude that the traditional grapes of Vedra and its region must be preserved, together with the ancient know-how on harvesting and the traditional landscape.

**Communication and dissemination:**

Links to press articles/social media pages related to the project event:

<https://www.elcorreogallego.es/concellos/2023/03/11/vedra-lidera-proxecto-europeo-persegue-84463821.html>

<https://lindeiros.net/borrador-automaticovedra-boas-praticas-croacia/>

<https://www.xunta.gal/notas-de-prensa/-/nova/77992/xunta-ensalza-papel-del-paisaje-como-elemento-vertebrador-del-rural-gallego>

<https://www.instagram.com/reel/CqFtHR8v2th/?igshid=MTc4MmM1YmI2Ng%3D%3D>

<https://m.facebook.com/photo.php?fbid=603702848464958&id=100064757434504&set=a.293892589445987&sfnsn=scwspmo>

[https://m.facebook.com/story.php?story\\_fbid=pfbid02SFUyhfWMMmJDB5d1ym56jzfJxCo3qYMsTHwAEhrHGZXGsNiARYEaqzZMJ6e8qpEil&id=100064757434504&sfnsn=scwspmo](https://m.facebook.com/story.php?story_fbid=pfbid02SFUyhfWMMmJDB5d1ym56jzfJxCo3qYMsTHwAEhrHGZXGsNiARYEaqzZMJ6e8qpEil&id=100064757434504&sfnsn=scwspmo)

[https://m.facebook.com/story.php?story\\_fbid=pfbid027taMQgj4fmLNRZrzRr5F1TohiXhSBrD1mowfpK7HEmBX4L4U94KdefgopKVvRCkUI&id=100064757434504&sfnsn=scwspmo](https://m.facebook.com/story.php?story_fbid=pfbid027taMQgj4fmLNRZrzRr5F1TohiXhSBrD1mowfpK7HEmBX4L4U94KdefgopKVvRCkUI&id=100064757434504&sfnsn=scwspmo)

[https://www.facebook.com/watch/?v=1465467340861994&extid=NS-UNK-UNK-UNK-AN\\_GK0T-GK1C&mibextid=2Rb1fB&ref=sharing](https://www.facebook.com/watch/?v=1465467340861994&extid=NS-UNK-UNK-UNK-AN_GK0T-GK1C&mibextid=2Rb1fB&ref=sharing)

**HISTORY OF CHANGES**

VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).



## INTERNATIONAL EVENT No. 2

### EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	5 - LOKALNA AKCIJSKA GRUPA ZAGORJE-SUTLA (LAG ZAGORJE SUTLA)
<b>PIC number:</b>	921213657
<b>Project name and acronym:</b>	Participatory governance for the European Union cultural- historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION			
<b>Event number:</b>	Event 2		
<b>Event name:</b>	European best practices, cultural and wine- growing experiences in territories of traditional agricultural landscape		
<b>Type:</b>	Conferences, press conference, participatory workshop, visits to good practices, 2 <sup>nd</sup> project coordination meeting		
<b>In situ/online:</b>	in-situ		
<b>Location:</b>	Croatia, Tuhelj		
<b>Date(s):</b>	7 <sup>th</sup> , 8 <sup>th</sup> and 9 <sup>th</sup> of June 2023		
<b>Website(s) (if any):</b>	Under construction		
Participants			
Female:	51		
Male:	37		
Non-binary:	-		
From country 1 Spain:	4		
From country 2 Italy:	-		
From country 3 Bulgaria:	4		
From country 4 Slovenia:	6		
From country 5 Croatia:	71		
From country 6 Portugal:	3		
Total number of participants:	88	From total number of countries:	5
Description			



*Provide a short description of the event and its activities.*

## **I. VISITING THE GOOD PRACTICES, 7<sup>th</sup> of June**

On 7<sup>th</sup> of June, sightseeing to the good practices took place. First, the participants visited the winery of the family Sever, located in the city of Klanjec. Wine producers Filip, Jakov and Zvonko offered the participants five varieties of wine, mostly autochthonous Croatian grape varieties. Special emphasis is placed on the story related to the "Sokol" variety, a variety that grows exclusively in the Klanjec area.

Then, the participants headed to Zelenjak, a place of extreme cultural and historical importance for the entire Zagorje region, because it was there that the Croatian national anthem was written.

In the afternoon, after lunch, there was a visit to another example of good practice - the Bodren winery in the area of the town of Pregrada. The guests were also presented with 5 types of wine, mainly those produced as a result of ice harvesting. In addition to the host, the guests were welcomed to the winery by members of the female vocal ensemble of the cultural and artistic society from Pregrada, who performed three traditional songs.

## **II. PARTNERS' MEETING AND SMART THINKING WORKSHOP, 8<sup>th</sup> of June**

On the third day of the international event, a partnership meeting was held. Mrs. Vanessa Crespo and Roxana Topciov presented the previous activities of the project and emphasized what is important to focus on in the near future of the project. Also, the partners initially agreed on the dates of the next international events, in Portugal and Slovenia.

After lunch, there was a smart thinking workshop. The participants of the international event were divided into three teams and each of the teams received a flipchart with one question related to the project. The questions were as follows:

1. How to conserve traditions?
2. How to promote new cultural and wine growing experiences with tradition?
3. How to promote new cultural and wine-growing experiences?

After the brainstorming, the keynotes for each of the questions were as follows:

*Question 1: How to conserve traditions?*

One of the ways to conserve traditions is to get the authorities involved – through the researches, festivals, museums, activities and competitions. Moreover, it is important to integrate traditions into the tourism experience, to include intergenerational activities in the school curriculum or to promote them by private or public entities between schools and social centers for the elderly, to incentivize young people, to fund or provide resources to organizations that promote activities around it and to disseminate the importance of such traditions on the identity heritage of the community and the links, if any, to local resources.

*Question 2: How to promote new cultural and wine growing experiences with tradition?*

There are many ways to promote new cultural and wine growing experiences with tradition, firstly, via social media by adopting the content to the algorithm to get a bigger outreach (short-form video content, Instagram, Tik Tok, YouTube). The other thing that teams has come up with is considering the age of the target audience – if they were elderly or stakeholders, the best way to reach them is through round tables, and for the younger population, it would be productive to get them involved in different local NGO's. Other ways are contemporary designs, events, festivals, wine-art workshops, events with cross-sector from society (i.e. wine-growing experiences and food tasting at local restaurants), fair promotion, European projects and financial support.

*Question 3: How to promote new cultural and wine growing experiences?*

The best ways to promote new cultural and wine growing experiences, according to the group, are media, TV, radio, Internet, or even some unusual approaches like blimp signs. Also, mouth-to-mouth promotion could play a big role in promotion, then presentations to the younger generations (for example, when it comes to wine tourism, it is important to show that it is not only about drinking, but about the whole process like grape harvesting etc.). Some games could help with the promoting – i.e.

treasure hunts, riddles with maps that lead to various cultural sights or geocaching, through sharing good practices between different regions.

### III. PRESS CONFERENCE, INTRODUCTION OF THE PARTNERS AND PRESENTATIONS

The final, fourth day began with a press conference, where the head of the Zagorje-Sutla LAG Hrvoje Novak, the representative of the leading partner of the WinEU.rur project, Vanessa Crespo, and the representative of the Krapina-Zagorje County, Sanja Mihovilić, gave their statements. The conference was followed by the opening of the event and short presentations by the project partners. Each of the partners presented their organization, city or municipality in 5 to 10 minutes.



Three presentations followed. The first of them, held by Mrs. Neda Telišman Košuta, retired expert of the Institute for Tourism, was titled *Wine growing regions of Croatia: Traditional landscapes in contemporary times*. In her presentation, the lecturer touched on the wine regions of Croatia, the historical framework of viticulture in Croatia, modern trends, wine architecture, wine roads, wine tourism, cultural and festival events dedicated to wine, and the position of Croatia on the world map of winemaking today. The second presentation was given by Veronika Gajšak, a young farmer and member of the city council of Pregrada, on the topic of *Wine-growing as traditional economy in Croatian Zagorje*. In this presentation, the emphasis was placed on the influence of ecology on the quality of grapes and wine, the cultivation of vines in Croatian Zagorje, the autochthonous varieties of Zagorje, the traditional aspect of wine and wine holidays. The last presentation was held by Lucija Vrhovski, leader of the cultural and artistic society Pregrada. The topic of the presentation was *Traditions and cultural experiences of Zagorje - Traditional costumes and festivals*. Through this presentation, the participants of the event became more familiar with the folk costumes of this region, but also of the whole of Croatia, as well as with traditional and cultural events in Zagorje, such as Grape picking festival in Pregrada and Zagorje Wine Fair and Exhibition.

After the presentations and a short discussion, at the closing of the event, the hosts surprised the partners by bringing tambourine players who performed several traditional Kajkavian songs and in this way brought the cultural heritage of the Zagorje region even closer to foreign partners.

#### Communication and dissemination:

Videos of testimonies: in progress (final revisions)

Links to press articles/social media pages related to the project event:

<https://kajkavskekronike.hr/izdanja/broj14/mobile/index.html#p=7>

<https://www.zagorje-international.hr/2023/06/09/kakav-izlet-bili-smo-s-predstavnicima-ruralnih-europskih-opcina-u-obilasku-nasih-vinarija-evo-koje-im-je-zagorsko-vino-najbolje/>

[https://m.facebook.com/story.php?story\\_fbid=pfbid02i7MrVyH8re8BmidazAyNmgsi3svADqGmttt28rok9s3pCzc8cmUxv116iPR1qhGKI&id=100070974825035](https://m.facebook.com/story.php?story_fbid=pfbid02i7MrVyH8re8BmidazAyNmgsi3svADqGmttt28rok9s3pCzc8cmUxv116iPR1qhGKI&id=100070974825035)

[https://m.facebook.com/story.php?story\\_fbid=pfbid0ByfuWfWqkVb1aEFJCtvdjM7oCMgvgLQkrwiBnpC5NCpS82JEaGUz3eLSTjc6FihYI&id=100070974825035](https://m.facebook.com/story.php?story_fbid=pfbid0ByfuWfWqkVb1aEFJCtvdjM7oCMgvgLQkrwiBnpC5NCpS82JEaGUz3eLSTjc6FihYI&id=100070974825035)

[https://m.facebook.com/story.php?story\\_fbid=pfbid02WzoVBpqHctB6sTYF9ugbV68btHWkrjxarfU7dUsuAkxji3PEbhp68ZRACiey9LiUI&id=100070974825035](https://m.facebook.com/story.php?story_fbid=pfbid02WzoVBpqHctB6sTYF9ugbV68btHWkrjxarfU7dUsuAkxji3PEbhp68ZRACiey9LiUI&id=100070974825035)

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).

## INTERNATIONAL EVENT No. 4

### EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	Ljudska univerza Lendava (Adult education centre Lendava)
<b>PIC number:</b>	919921520
<b>Project name and acronym:</b>	Participatory governance for the European Union cultural- historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION			
<b>Event number:</b>	Event 4		
<b>Event name:</b>	Co-creation, collective intelligence and new opportunities of sustainable tourism for the promotion and valorisation of European vine landscapes		
<b>Type:</b>	Conferences, press conference, participatory workshop, visits to good practices, 4 <sup>nd</sup> project coordination meeting		
<b>In situ/online:</b>	in-situ		
<b>Location:</b>	Lendava, Slovenia		
<b>Date(s):</b>	10 <sup>th</sup> , 11 <sup>th</sup> and 12 <sup>th</sup> of November 2023		
<b>Website(s) (if any):</b>	<a href="http://wineurur.concellodevedra.gal/">http://wineurur.concellodevedra.gal/</a>		
Participants			
Female:	48		
Male:	32		
Non-binary:	-		
From country 1 Spain:	3		
From country 2 Italy:	-		
From country 3 Bulgaria:	4		
From country 4 Slovenia:	58		
From country 5 Croatia:	8		
From country 6 Portugal:	2		
Other countries:	5		
Total number of participants:	80	From total number of countries:	8

**Description**

*Provide a short description of the event and its activities.*

**I. PRESS CONFERENCE, PROJECT AND LOCAL EVENTS PRESENTATIONS, 10<sup>th</sup> of November**

On November 10th, a series of events unfolded, beginning with a press conference where the local mayor extended a warm welcome. The project and recent local events were presented. The lead partner also highlighted the recognition by key stakeholders in Spain. A subsequent Q&A session with the media provided insights into the partnership's formation and future endeavours.

**II. PARTNERS MEETING (COMBINED)**

During the combined partners meeting (virtual and face-to-face), partners engaged in a thorough discussion concerning their respective obligations and upcoming project steps. The meeting focus was on alignment with project goals and timelines. We also directed significant attention towards the finalization of the interim report. Simultaneously, we outlined plans for the development of a Wiki platform and organization of the next TPM.

**III. VISITING THE GOOD PRACTICES**

The visit to Puklavec Family Wines was an enriching experience, showcasing a family-owned winery known for its commitment to quality and a high level of modernization while maintaining traditional practices.

The participants had the opportunity to learn about the history of the vineyards and got an insight into wine processing. The guest representatives were happy to share their passion for winemaking and dedication to the modernization and quality of their products and processes.



The visit emphasized sustainable practices, innovation in viticulture, and the family's dedication to producing exceptional wines. It provided a valuable perspective on successful collaboration between local businesses and big-scale producers.

The visit to Gabor Distillery – Pozvačín offered a glimpse into the world of artisanal spirits, where traditional craftsmanship meets modern innovation.



Participants had the chance to tour the distillery, learn about the unique distillation processes, and sample distinctive spirits crafted by Mr. Gabor. The distillery's commitment to preserving local traditions while embracing contemporary techniques was evident throughout the visit.

#### IV. SUSTAINABLE TOURISM OPPORTUNITIES, 11<sup>th</sup> of November

Smey Winery is a family-owned and operated winery located in the Lendava Hills. The winery was founded in 1992 by Borut and Lidija Smej, who are passionate about producing high-quality wines from local grapes.

The winery's vineyards are located on a variety of slopes, from gentle hills to steep terraced vineyards. This variety of terrain allows the Smejs to grow a variety of grape varieties, including Laški Rizling, Šipon, Renski Rizling, Kerner, Beli Pinot, Chardonnay, Rumeni Muskat, and Sauvignon.



The Smejs take great care in growing their grapes and making their wines. They use sustainable farming practices and traditional winemaking methods to produce wines that are both flavorful and aromatic. Smey wines are available in a variety of styles, from dry to sweet. The winery's flagship wine is Laški Rizling, a dry white wine with notes of citrus, minerality and honey. The winery also produces a variety of other award-winning wines, including Šipon, Renski Rizling, Kerner, Beli Pinot, Chardonnay, Rumeni Muskat, and Sauvignon.

#### V. WINELEND CAFÉ WORKSHOP AND CLOSING, 12<sup>th</sup> of November

The workshop held with the aim of delving into the cultural, historical, and ecological dimensions of vine landscapes proved to be a dynamic and insightful session. Participants engaged in three rounds of discussions, each aligning with the specified workshop objectives.

##### Round 1: Cultural, Historical, and Ecological Insights

Participants enthusiastically shared the distinctive narratives of their respective vine landscapes, shedding light on the cultural, historical, and ecological significance ingrained within these areas. The array of stories highlighted the diverse traditions inherent in vine landscapes across various regions.

##### Round 2: Sustainable Tourism Practices

Collaboration took bigger stage in Round 2, as participants collectively identified and discussed sustainable tourism practices geared towards fostering responsible enjoyment of vine landscapes. The emphasis was not only on recognizing sustainable practices but also on presenting practical and innovative ideas for their effective implementation. In Lendava, for example, we strive to promote eco-friendly transportation as we are encouraging visitors to use eco-friendly transportation, such as bicycles and public buses. The town has a well-developed network of cycling paths. Meanwhile, we are also putting a lot of effort into creating a network of eco-friendly accommodations for tourists.

##### Round 3: Digital Strategies for Wine Landscape Promotion and Sustainability

The final round delved into the realm of digital strategies, exploring their potential for promoting and sustaining vine landscapes. Participants identified specific digital approaches aimed at enhancing visitor experiences, promoting responsible tourism, and supporting the long-term sustainability of vine landscapes. Here, we delved into the utilization of big data in

marketing and promotional endeavors, coupled with the implementation of diverse digital technologies for process monitoring and product quality assurance.



A noteworthy aspect of the workshop was the implementation of the "1-minute rule," where participants succinctly presented their ideas, fostering a dynamic and time-efficient exchange of insights. Overall, the workshop succeeded in deepening participants' understanding of the multifaceted aspects of vine landscapes while fostering collaborative thinking towards sustainable practices and digital innovation. After the workshop and presentation of ideas, the event ended with a tasting of local delicacies.

**Communication and dissemination:**

Press and social media: <https://lendavainfo.com/foto-v-mestni-hisi-se-je-odvilo-uvodno-srecanje-partnerjev-in-predstavitev-projekta-wineu-rur/>

<https://www.facebook.com/ljudskauniverzalendava/posts/pfbid0thjfs9mSu9q9dVokMDobvRMUDScFQsRACFcigsRf3B6mziJisR6Vsv82jZncxuZW!>

**HISTORY OF CHANGES**

VERSION	PUBLICATION DATE	CHANGE
1.0	29.11.2023	Initial version



### INTERNATIONAL EVENT No. 3 EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	6 - Município de Lousada
<b>PIC number:</b>	946875783
<b>Project name and acronym:</b>	Participatory governance for the European Union cultural- historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION			
<b>Event number:</b>	Event 3		
<b>Event name:</b>	Present continental trends of innovation in cultural and winemaking experiences in territories of traditional agricultural landscape		
<b>Type:</b>	Conference, World Café, visits to good practices, 3rd project coordination meeting		
<b>In situ/online:</b>	in-situ and online		
<b>Location:</b>	Portugal, Lousada		
<b>Date(s):</b>	19th, 20th and 21st of September 2023		
<b>Website(s) (if any):</b>	N/A		
Participants			
Female:	48		
Male:	36		
Non-binary:	0		
From country 1 Spain:	6		
From country 2 Italy:	3		
From country 3 Bulgaria:	3		
From country 4 Slovenia:	3		
From country 5 Croatia:	0		
From country 6 Portugal:	68		
Total number of participants:	84	From total number of countries:	5
Description			
<i>Provide a short description of the event and its activities.</i>			

## I. PARTNER'S MEETING AND CULTURAL VISITS, 19th of September 2023

The first day of the winEU.rur Event started in the Municipal Library with greeting words from Manuel Nunes, Councilor for the Environment and Vice-president of the Municipality of Lousada. The group was then separated by stakeholders participating from the different countries, and representatives of the partner organizations. Partners discussed the main events that have already taken place within the winEU.rur projet, as well as the documents and activities necessary to prepare for the upcoming midterm report. More details in the **3rd coordinating meeting minutes**.



Meanwhile, the stakeholders had the opportunity to visit the **Lousada Press Center**, with a valuable collection dating from the 19th and 20th centuries where the organizational system of a typography (foundry, composition, printing and binding) is reproduced, also presenting some collection pieces related to engraving. They followed to the **Romanesque Interpretation Center**, where the guide explained a little about the history of the region through the six themed rooms: Territory and Formation of Portugal; Medieval Society; The Romanesque; The Builders; Symbolism and Color; Monuments through Time.

## II. VISIT TO EXAMPLES OF GOOD PRACTICES AND INNOVATION I, 19th of September 2023

After lunch, all participants followed for the first block of visits to examples of good practices and trends of innovation in cultural and winemaking experiences in territories of traditional agricultural landscape.

### 1) State-of-the-art technology in the production of wines from traditional grapes

The first visit of the event was to **100lqual Winery**, located in Meinedo, Lousada. The tour contextualized and decoded the Vinho Verde Wine Region. With passion, producer João Camizão showed the modern and technological winery, which works in an innovative and careful way with ancient grape varieties that have been in the family for generations. As expected, a wine tasting followed, ranging from fresh wines to more complex ones coming from old vines "ramadas", also sparkling wines, as well as gastronomic roses and light reds. A discussion on trends such as marketing, color and flavor was held.



### 2) Enotourism as an added-value of ancient vineyards

The group headed to Sousela, where a guide introduced all the spaces of **Quinta de Lourosa**. This family vineyard that supports the grapevines with a unique system invented by its founder, the LYS system, has found tourism to be an excellent source of additional revenue. Nowadays, it hosts events such as concerts, theater performances, and outdoor movies. It operates rural accommodations with various amenities and, of course, offers vineyard tours and wine tastings that our participants had the opportunity to enjoy while discussing the requirements of the target audience for these projects.



### III. CONFERENCE: "INNOVATION IN RURAL LANDSCAPES - SUSTAINABILITY, ENTREPRENEURSHIP AND DIGITAL LITERACY", 20th of September 2023

Manuel Nunes, Environment and Nature Councilor of the Municipality of Lousada, led the opening of the event, which took place at the Lousada Municipal Library and had over 80 participants from various sectors of the community, emphasizing the importance of sustainable development in the region.

#### 1) Local agents' capacity building in rural landscapes

The first panel of the conference featured presentations by the respective coordinators of various projects in which the Municipality of Lousada is involved. These projects aim to empower various local agents for a circular economy (**ECO-CENT**, by Artur Pinto), guided by technological innovation (**digILEAD**, by Joana Soares), and sustainable land management supported by the new European Green Deal (**GoGreen**, by Cláudia Silva), all of which are crucial for the sustainable development of rural regions.

#### 2) Recognition and valorization of the art of winemaking in territories of traditional agriculture

The second panel of speakers showcased the local wealth, with a special focus on cultural and wine landscape. Ricardo Martins addressed the Municipal **Strategy for Sustainability** and the Local **Protected Landscape** of Sousa, emphasizing the importance of creating tools for the protection of the natural and sociocultural values of our territory. Manuel Oliveira, representing the Northern Regional Directorate of Agriculture and Fisheries, discussed the unique **vine training systems** in the Vinhos Verdes region. Finally, Luís Sousa presented the curious and ancient **history of wine** in Lousada.



### IV. VISIT TO EXAMPLES OF GOOD PRACTICES AND INNOVATION II, 20th of September 2023

After the lunch break, the visits to good practices continued with the focus on the regional wealth of Lousada.

#### 1) Promotion of biodiversity islands next to agricultural areas

The **Mata de Vilar** is a 14-hectare forest internationally classified as 'high conservation value' (FSC©) and the largest continuous native flora area in Lousada, consisting of various oak forests, beeches, and conifers. Here, from amphibians for insect control, raptors for rodent mitigation, to flower meadows to attract pollinators, biologist Cláudia Silva explained to the participants the benefits of promoting biodiversity near agricultural fields and provided examples of structures that serve this same purpose.





## 2) Ancestral vines in height: Workshop of Vinhas-do-Enforcado

At Torno, participants had the pleasure of getting to know a highly endangered ancient vine cultivation practice known as "**Vinhas-do-Enforcado**." In this agroforestry method, grapevines grow vertically, supported by forest tree species. Due to regular pruning, these trees offer numerous microhabitats that are valuable for local biodiversity. By maximizing the use of field edges, this approach allows winemaking to coexist with other crops such as cereals, vegetables, or livestock, creating a more resilient and productive ecosystem for the farmer. The group had the chance to experiment with the traditional artifacts used in this method, and taste this wine that grows in height in a regional snack.

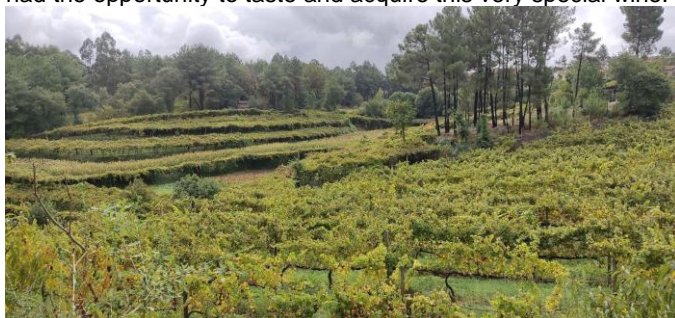


## V. VISIT TO EXAMPLES OF GOOD PRACTICES AND INNOVATION III, 21st of September 2023

On the last day of the event, the winEU.rur delegation visited two spaces that aimed to enhance the local heritage, pursue sustainability in the wine sector, and respond to market trends.

### 1) Biodynamic wine & production innovation in vitiviniculture

The group traveled to Felgueiras to visit **Quinta da Palmirinha**, a biodynamic vitiviniculture farm cultivated by Fernando Paiva and his grandson. The producer enthusiastically shared all the methods and tricks he uses to produce wine in the most environmentally responsible way, with natural fertilizers and treatments, and respect for the cycles of the land and plants. Participants discussed the growing demand for these types of products, as well as their characteristics, pros, and cons. In the end, they had the opportunity to taste and acquire this very special wine.



### 2) Port and Douro wines: A journey that begins in the Douro vineyards and ends in the glass

Participants traveled to the iconic city of Porto for a guided visit to the **Port and Douro Wines Institute**. The tour began at the Porto & Douro Interpretative Center, where the history of the internationally renowned liquor was explained, and its factors for success in the past, present, and future were

discussed. This was followed by a visit to the laboratories and tasting room, where it was possible to observe the wine quality control process on-site.



The tour naturally concluded on the waterfront in Porto, a privileged location that has played a significant role in the success of exporting Portuguese wines to the world.

## VI. WORLD CAFÉ ACTIVITY, 21st of September 2023

This event ended with a dynamic within the World Café methodology, a process of human, warm and meaningful conversation that allows a group of people to discuss powerful questions, to generate ideas, agreements and creative and innovative paths of action, in a friendly and welcoming environment. For the activity, partners divide into three groups, each one of them with a different topic and questions to address. The answers/conclusions were as follows:

- **Innovation in winemaking**  
**What innovations/trends do you recognize in the wine market?**  
 Natural wines; Methods of growing grapes on higher slopes; Vitalized wine; Respect for biodiversity; Precision viticulture to detect real needs of vineyard.  
**In which areas should there be more research/innovation in the wine making industry?**  
 More green processes; Use of less or no chemicals; Improve research on varieties resistant to climate change; Improve research on organic viticulture.
- **Traditional agriculture and landscape**  
**What were the main changes in the landscape of your region?**  
 Changing the use of traditional agricultural land to urban or intensive agriculture; Some areas with decreasing vineyard areas; Other areas, such as Bulgaria, greatly increased their agricultural area due to their access to EU subsidies; Modification of the layout or structure of the vineyards to allow mechanical harvesting and tractor access.  
**Are they positive or not? Why?**  
 No, as they represent less space for nature and make the landscape uglier; So far it's not dramatic; It is not positive because it increases the area of export soil and risks of erosion.
- **Social environment**  
**Which social traditions in agriculture existed in your region?**  
 Involving families and neighbours on the harvestings (olives, ice wine, etc); Big dinner at the end of the harvesting season for everyone involved; Harvesting festivals (like in Lendava); Celebration of saints (St. Martin, St. Thyphon, patron of vine makers).  
**How did they evolve?**  
 Now there are paid workers; Most of the workers are immigrants and it's not easy to socialize with them after work; Appearance of programs to safeguard wine cultural heritage; New events more attractive to young people.

### Communication and dissemination:

Video of the event:

<https://www.youtube.com/watch?v=6C0MbkZ3dEA>

Links to press articles/social media pages related to the project event:

<https://www.facebook.com/LousadaAmbiente/posts/pfbid031XAxUjaBuho2p4JMv9VChR1ZWfEcYCOxZT2CUDNwjdeTLy9NVSVEzMT964aUh2M/>

<https://www.facebook.com/LousadaAmbiente/posts/pfbid02cB5P5rcb42R6NMmQCDhoG5H1FNpZe6bdqwFakkrkJ1fURwekfaYvLxyzLxPJgMJ9/>

[https://www.instagram.com/p/Cw8UqTErKhu/?img\\_index=1](https://www.instagram.com/p/Cw8UqTErKhu/?img_index=1)

[https://www.instagram.com/p/CyvGzmRMd-V/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/CyvGzmRMd-V/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)  
<https://www.facebook.com/adersousa.gal/posts/pfbid0kQSAwTePReJb5KAUxTTRiGaF8EoTnnJtweUVYuyu5fDxPswm4xXD4RQQ3dK6pxUJ>  
<https://www.facebook.com/photo/?fbid=617821853801137&set=a.408303464752978>

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	08.11.2023	Initial version (new MFF).

## INTERNATIONAL EVENT No. 5 EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	Bolyarovo Municipality
<b>PIC number:</b>	911142826
<b>Project name and acronym:</b>	Participatory governance for the European Union cultural- historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION			
<b>Event number:</b>	Event 5		
<b>Event name:</b>	Innovative technologies for the management of cultural tourism in scattered sites /Carsharing, Ticketing, Geomapping, Fundraising/		
<b>Type:</b>	Conferences, press conference, participatory workshop, visits to good practices, 5 <sup>th</sup> project coordination meeting		
<b>In situ/online:</b>	in-situ		
<b>Location:</b>	Bolyarovo, Bulgaria		
<b>Date(s):</b>	12 <sup>h</sup> , 13 <sup>th</sup> and 14 <sup>th</sup> of February 2024		
<b>Website(s) (if any):</b>	<a href="http://wineurur.concellodevedra.gal/">http://wineurur.concellodevedra.gal/</a>		
Participants			
Female:	65		
Male:	31		
Non-binary:	-		
From country 1 Spain:	3		
From country 2 Italy:	8		
From country 3 Bulgaria:	74		
From country 4 Slovenia:	6		
From country 5 Croatia:	-		
From country 6 Portugal:	3		
Other countries:	-		
Total number of participants:	96	From total number of countries:	6
Description			



Provide a short description of the event and its activities.

### I. PRESS CONFERENCE, PROJECT AND PRESENTATION OF PARTNERS, 12<sup>th</sup> of February

On February 12th, a series of events unfolded, beginning with a Transnational conference at the hall of Chitalishte «Vazrazhdane » Bolyarovo. Local good practices related to the promotion of wine production were presented, as well as the state of viticulture and winemaking in the region. The project partners presented their organizations.

Press conference were organized with regional and local media.

During the combined partners meeting (virtual and face-to-face), partners the partners discussed the implementation of project activities, deadlines and upcoming steps. The partners agreed to organize local events until May 31, 2024

### II. VISITING THE GOOD PRACTICES, 12<sup>th</sup> and 13<sup>th</sup> of February

The visit to "Meden" winery showed a small family business that grows grapes and produces wine. /12<sup>th</sup> February /

„Afuzov „Winery also presented a small wine producer. The distinctive feature of this participant is that the owners are also engaged in the design and production of equipment for creating wineries /13<sup>th</sup> February/.

One of the largest wine producers in Bulgaria was also visited – „Domaine Boyar”. /13<sup>th</sup> February/.

The visit to the winery of "Mirolio" highlights the joint product - wine production, restaurant and hotel in one area. /13<sup>th</sup> February/.



### III. TRANSNATIONAL WORKSHOP /13th February/.

The workshop was held as a world coffee. The aim was to highlight the participants' understanding of Innovative technologies for the management of cultural tourism in scattered sites /Carsharing, Ticketing, Geomapping, Fundraising/.

Question 1: Give examples of cultural tourism sites in dispersed rural areas.

Question 2: What is essential to develop cultural tourism in dispersed areas?

Question 3: What is included in the innovative management of cultural tourism in dispersed areas?

Question 4: How does winemaking contribute to the development of cultural tourism?

**IV. CELEBRATION OF SAINT TRIFON –THE PATRON OF WINEMAKERS IN BULGARIA /14<sup>th</sup> February/**

The tradition of commemorating the patron saint of winemakers, Saint Tryphon, was shown. The event was held on a vineyard in the presence of media and guests

**Communication and dissemination:**

Press and social media:

<https://bnr.bg/starazagora/post/101948651/delegacii-ot-chetiri-darjavi-obmenat-opit-v-bolarovo-za-lozarstvo-i-vinoproizvodstvo>

[https://bnr.bg/bugas/post/101949191/kmetat-na-bolarovo-provazglasi-car-na-lozata-na-trifon-zarezan?fbclid=IwAR0eCyLzaXBHs\\_LgQBWk9BelcQEbjE-3xrg2yqM\\_WEmE7YIZvgbCm\\_6ztlw](https://bnr.bg/bugas/post/101949191/kmetat-na-bolarovo-provazglasi-car-na-lozata-na-trifon-zarezan?fbclid=IwAR0eCyLzaXBHs_LgQBWk9BelcQEbjE-3xrg2yqM_WEmE7YIZvgbCm_6ztlw)

<https://bnr.bg/starazagora/post/101941753/v-bolarovo-sabirat-sredstva-za-lechenieto-na-mesten-lesnichei?fbclid=IwAR0SxoXjNovz3KGmsFUNZ6sBZJNB59g8p3xIVy15hxWdtMdaxhO09rMOLY8>

<https://www.facebook.com/eratv.bg/videos/693034509696822/>

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	08.03.2024	Initial version

**INTERNATIONAL EVENT No. 6**  
**EVENT DESCRIPTION SHEET**

PROJECT	
<b>Participant:</b>	Capannori Municipality
<b>PIC number:</b>	<b>950977428</b>
<b>Project name and acronym:</b>	Participatory governance for the European Union cultural- historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION	
<b>Event number:</b>	Event 6
<b>Event name:</b>	Winegrowing cultural tourism management for ecological transition
<b>Type:</b>	Conferences, participatory workshop, visits to good practices, 6 <sup>h</sup> project coordination meeting
<b>In situ/online:</b>	in-situ
<b>Location:</b>	Capannori, Italy
<b>Date(s):</b>	2 <sup>nd</sup> – 3 <sup>rd</sup> – 4 <sup>th</sup> July 2024
<b>Website(s) (if any):</b>	<a href="http://wineurur.concellodevedra.gal/">http://wineurur.concellodevedra.gal/</a>
Participants	
Female:	34
Male:	47
Non-binary:	-
From country 1 Spain:	4
From country 2 Italy:	64
From country 3 Bulgaria:	4
From country 4 Slovenia:	9
From country 5 Croatia:	7
From country 6 Portugal:	3
Other countries:	-
Total number of participants:	81
From total number of countries:	6

## Description

### PROJECT AND PRESENTATION OF PARTNERS, 2nd of July



On July 2nd, we gathered at the Segromigno Scientific Park for the 6th Transnational Conference, an event dedicated to sharing best practices in enotourism.

Our day began with registration at 9:45 AM, followed by the official opening at 10:20 AM, where we were warmly greeted and introduced to the day's agenda. The conference was proudly funded by the European Union, though the views expressed were solely those of the participants.

The first session, from 10:40 to 11:15 AM, focused on sustainable cultural wine tourism management. We had the privilege of hearing from distinguished speakers: Edoardo Lencioni, a renowned touristic guide; Gabriele Bove, an esteemed agricultural entrepreneur and master of oil; Piero Tartagni from the Association Strada dell'Olio e del Vino; and Moreno Petrini from the Consorzio Colline Lucchesi.

Following a coffee break, we resumed at 11:30 AM with presentations on the 'Oasis Methodology Applied to Local Events,' shared by partners from Bulgaria, Croatia, Portugal, Slovenia, Spain.

Our afternoon featured a visit to Fattoria Maionchi, including a tour of their winery and a departure at 15:50. We then explored the beautiful Park and Villa Torrigiani in Camigliano from 16:00 to 17:30.

The day continued with a visit to Fattoria di Petrogonano and its olive oil mill, where we enjoyed an olive oil tasting at 17:45. We rounded off the day with a local wine tasting at Villa Gambaro, led by the Association Strada dell'Olio e del Vino and FISAR sommelier.

Dinner at the Fattoria di Petrogonano restaurant at 19:30 provided a delightful end to a day filled with insightful exchanges and explorations of local enotourism practices.

### VISITING THE GOOD PRACTICES, 3rd of July

On July 3rd, we embarked on an enriching journey dedicated to exploring and exchanging best practices in enotourism. Our day began at 9:45 AM at the Tempietto del Nottolini, where we were greeted by an environmental guide for an insightful excursion to the Nottolini Aqueduct. This exploration highlighted the crucial role that water transport played in supporting local agriculture since Roman times.

Following this, we departed at 11:10 AM for the Hostel Bike and Restaurant Il Rio di Vorno, arriving at 11:20 AM for a Transnational Workshop. This session was an excellent opportunity for collaborative learning and sharing of innovative practices in enotourism. At 12:30 PM, we held a Coordination Meeting for our Transnational Project,



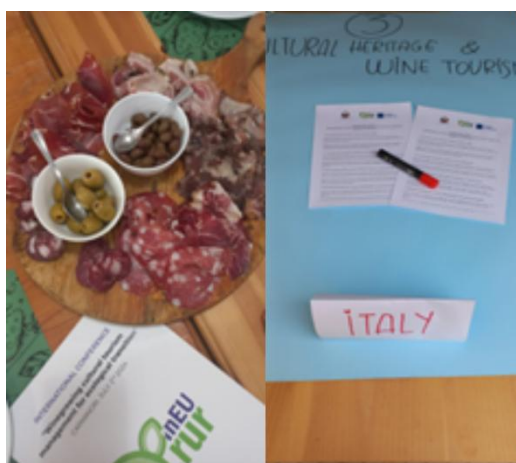
aligning our strategies and goals.

Lunch was served at 1:30 PM at Il Rio di Vorno, providing a light and convivial break. At 2:50 PM, we journeyed to the Tenuta dello Scompiglio in Vorno, where we enjoyed a tour of the estate from 3:00 to 4:00 PM, followed by a delightful wine tasting from 4:00 to 5:00 PM.

Our day concluded with a transfer to Lucca, where from 5:30 to 7:30 PM, we experienced a unique guided tour of this historic city. We capped off the evening with a delightful dinner at the Osteria Parlascio, located in the Roman Amphitheatre, enjoying both the cuisine and the ambience of this remarkable setting.

The day was a perfect blend of learning, exploration, and cultural immersion, setting a strong foundation for our ongoing enotourism initiatives

### TRANSNATIONAL WORKSHOP, 3rd of July



On July 3rd, the transnational workshop was held in Vorno with all partners to discuss the following topics:

1. Sustainable Vineyard Practices
  - Objective: Explore the adoption of sustainable practices in vineyards that promote ecological balance, biodiversity, and soil health.
  - Topics Discussed: Organic farming, biodynamic practices, water conservation techniques.
2. Eco-friendly Wine Production
  - Objective: Discuss processes and technologies that can make wine production more eco-friendly.
  - Topics Discussed: Energy-efficient machinery, sustainable packaging, waste management systems.
3. Cultural Heritage and Wine Tourism
  - Objective: Examine how the cultural heritage of wine regions can be integrated into tourism experiences.
  - Topics Discussed: Storytelling, historical tours, preservation of traditional wine-making techniques.
4. Marketing Sustainable Wine Tourism
  - Objective: Explore strategies for marketing sustainable wine tourism, highlighting eco-friendly practices and

experiences.

- Topics Discussed: Branding, digital marketing, partnerships with eco-conscious travel agencies.

#### 5. Educational Programs and Workshops

- Objective: Design educational programs and workshops aimed at teaching visitors about sustainable winegrowing practices and the ecological transition.
- Topics Discussed: Hands-on activities, lectures, wine tasting sessions focused on sustainability.

#### 6. Community Involvement and Support

- Objective: Discuss ways to engage and involve the local community in sustainable wine tourism initiatives.
- Topics Discussed: Community education, local partnerships, economic opportunities through eco-tourism.

### WINE BEST PRACTICES TOUR, 4th of July



The day dedicated to exploring best practices in wine tourism within the northern and southern regions of the Municipality of Capannori. The goal is to understand the diversity of vineyards influenced by both the mountainous terrain and the sea.

#### Itinerary:

- Visit to Ponte del Diavolo, Borgo a Mozzano
- 10:45 - 13:00: Arrival at Vagli di Sopra and tour of the famous Vagli Quarries, a significant local site.
- 13:50 - 15:30: Wine tasting and lunch at Osteria dell'Isola Restaurant, with an in-depth explanation of heroic wines cultivated in the mountains, showcasing the challenges and unique qualities of high-altitude viticulture.
- Afternoon & Dinner: Tasting dinner featuring the catch of the day by the sea at Viareggio Fishermen's Cooperative Restaurant, complemented by presentations of local wines and an exploration of the vineyards characteristic of the coastal region.

This format highlighted the enotourism experience, emphasizing both the geographical diversity and the unique characteristics of the wines tasted.

#### **Communication and dissemination:**

Press and social media:

<https://www.comune.capannori.lu.it/news/dettaglio/al-via-una-tre-giorni-dedicata-allenoturismo-con-esperti-internazionali-per-confrontarsi-sulle-buone-pratiche-e-sulla-crescita-di-un-settore-strategico-del-territorio/>

<https://www.floraviva.it/news/filiera-vite-vino/capannori-e-transizione-ecologica-progetto-europeo-tra-vino-e-paesaggi-rurali.html>

<https://www.lanazione.it/lucca/cronaca/vino-e-transizione-green-ecco-il-progetto-speciale-per-le-nostre-aree-rurali-8c26cce4>

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	05.07.2024	Initial version

## INTERNATIONAL EVENT No. 7

### EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	Concello de Vedra
<b>PIC number:</b>	943256907
<b>Project name and acronym:</b>	Participatory governance for the European Union cultural- historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION	
<b>Event number:</b>	Event 7
<b>Event name:</b>	International forum for the participatory governance of traditional agriculture landscapes
<b>Type:</b>	Conferences, Hackathon, visits to good practices, PSC meeting
<b>In situ/online:</b>	in-situ
<b>Location:</b>	Spain, Vedra
<b>Date(s):</b>	7,8 & 9 October 2024
<b>Website(s) (if any):</b>	<a href="http://wineurur.concellodevedra.gal/">http://wineurur.concellodevedra.gal/</a>
Participants	
Female:	61
Male:	52
Non-binary:	-
From country 1 Spain:	91
From country 2 Italy:	6
From country 3 Bulgaria:	4
From country 4 Slovenia:	2
From country 5 Croatia:	4
From country 6 Portugal:	6
Total number of participants:	113
	From total number of countries:
	6
Description	



*Provide a short description of the event and its activities.*

## **I. FINAL TRANSNATIONAL COORDINATION MEETING AND VISIT TO GOOD PRACTICES (7<sup>th</sup> October)**

### **Final Transnational Coordination Meeting (TCM7)**

The final transnational coordination meeting of the winEU.rur project took place on 7th October at the “Hotel Congreso” in Santiago de Compostela. Partners from six countries participated, including representatives from Spain, Italy, Slovenia, Croatia, Bulgaria, and Portugal. During this final session, partners reviewed the progress of the project, evaluated the outcomes, and discussed the future steps to ensure the sustainability of the results. The meeting provided an opportunity to share experiences, finalize deliverables, and reflect on the journey of winEU.rur

### **Visit to “Pepe Albela Distillery” (Vedra)**

After the meeting, the partners visited the Pepe Albela Distillery in Vedra, known for its artisanal production of traditional Galician spirits. During the visit, participants were introduced to the distillation process, with a focus on local ingredients and traditional methods. They had the opportunity to taste three distinct spirits—rum, gin, and whiskey—giving them a firsthand experience of the diverse and high-quality products crafted at the distillery. This tasting session provided deeper insight into the region’s rich cultural and gastronomic heritage.



## II. HACKATON (7<sup>th</sup> October)

The Hackathon, delivered by Brais Fernández using the Oasis methodology, began with a series of icebreaking games to help participants feel comfortable and engaged. These activities encouraged interaction, ensuring that everyone was at ease and ready to participate fully.



The session focused on participatory governance in traditional agricultural landscapes and the active involvement of women and vulnerable groups. Fernández guided participants through the Oasis approach, urging them to think beyond existing challenges and to envision future possibilities for their communities. Instead of starting with problems, they were encouraged to reverse their perspective—beginning with the broader European context and identifying how their local communities could contribute positively to these larger systems.

By the end of the session, participants had collaboratively identified goals and practical steps to help their communities thrive, focusing on ways to foster positive change both locally and globally.

## III. VISIT TO GOOD PRACTICES (8<sup>th</sup> October)

### Visit to Cambados

On 8th October, the partners were welcomed in Cambados by Mr. Juan Carlos Vázquez Abal, Vice-President of the Rias Baixas Denomination of Origin. During the reception, participants learned about the history, significance, and future strategies of the wine industry in the region, with a particular focus on preserving traditional methods while enhancing Albariño' wine quality and sustainability.

### Participatory Governance Experience: Guimatur association and “Clam Hunting” Workshop

The next activity was a visit to Guimatur, the cultural association of Women of the Sea of Cambados. This association is made up of 19 members, of which 17 are shellfish gatherers and 2 are redeiras (the job of repairing fishing nets, generally feminised). Participants engaged in a hands-on workshop on clam hunting, an activity central to the region's economy and culture. This participatory governance model, led by local women, demonstrated the integration of environmental sustainability with community-driven economic development. More info: <https://quimatur.org/>

### Mussel Boat Tour in O Grove

Partners then embarked on a boat trip along the Ría da Arousa, where they witnessed the process of mussel farming. During the tour, participants enjoyed a tasting of freshly harvested mussels, a key product of the local economy. The boat tour offered a close look at the sustainable aquaculture practices of the region.

### Visit to Albariño Winery “Paco & Lola”

The final stop was at the Albariño winery “Paco & Lola,” where participants explored the winemaking process and participated in a wine tasting session. The visit showcased the innovative practices of this cooperative winery, which blends tradition with modern technology to produce high-quality wines.

## IV. PROJECT FINAL CONFERENCE & GUIDED VISIT (9<sup>th</sup> October)

### Project final conference

The final event of the winEU.rur project took place on 9th October at the CERSIA Building in Santiago de Compostela.

#### 1. Official Inauguration

Mr. Carlos Martínez Carrillo, Mayor of the Municipality of Vedra, officially opened the event, welcoming all participants and highlighting the key contributions of winEU.rur to the rural development of Vedra and other regions across Europe.



#### 2. Keynote Address

Ms. Ángela Martínez-Carrasco Martínez, National Contact Point for the CERV Program in Spain, provided a keynote speech that addressed the importance of European cooperation in supporting local and regional development, emphasizing the value of the winEU.rur initiative in promoting rural heritage and sustainability.

#### 3. Project Results Presentation

Each participating region presented their outcomes and experiences from the winEU.rur project:

- **Municipality of Vedra** (Spain)
- **Municipality of Capannori** (Italy)
- **AEC Lendava** (Slovenia)
- **Zagorje-Sutla Local Action Group** (Croatia)
- **Municipality of Bolyarovo** (Bulgaria)
- **Municipality of Lousada** (Portugal)

Each presentation showcased the local perspectives on how the project impacted their communities, the actions undertaken, and the lessons learned.



#### 4. Roundtable on participatory governance

Two roundtable discussions were held during the conference:

##### a. Experts' Roundtable

Moderated by Mr. Iván García García, Cultural Management Technician in the Municipality of Vedra, this roundtable included:

- **Ms. Alexandra Seara**, Manager of the Ribeira Sacra Tourism Consortium
- **Mr. Jorge Blanco Ballón**, Sub-director of the Galician Rural Development Agency (AGADER)
- **Mr. Lourenzo Fernández Prieto**, Scientific Director of CISPAC (Interuniversity Research Centre for Cultural Atlantic Landscapes)

This panel discussed the challenges and opportunities of participatory governance in rural areas. Questions from the audience provided further insights into how these ideas could be practically implemented.

##### b. Experiences Roundtable

Also moderated by Mr. Iván García García, the experiences roundtable featured:

- **Ms. Lucía Santiago**, member of the “obaixoulla.gal” initiative
- **Mr. Rubén Villaseñín**, President of the environmental association AMABUL
- **Mr. Xosé Luis Carrera**, Coordinator of Eco-Agrotourism Arqueixal

Speakers shared their grassroots experiences of participatory governance and sustainable development in their respective regions.



**Guided visit to the Decks and Portico da Gloria at the Cathedral**

In the afternoon, participants had the opportunity to visit two iconic areas of the Cathedral of Santiago de Compostela. The tour began with a climb to the Cathedral's roofs, offering a panoramic view of Santiago de Compostela and its historic squares. For those willing to go higher, the climb to the top of the Tower provided an even more stunning vantage point.

The visit also included a guided tour of the Pórtico da Gloria, an architectural masterpiece renowned for its artistic significance. Though a contemplative space, the guide provided valuable insights into the history and importance of this extraordinary structure, enriching the participants' experience of Santiago's cultural heritage.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).