



WINE

PROJECT

Innovative Network and tourism Experiences' promotion

The European WINE project is an innovative response to the challenges and opportunities of the wine and tourism sectors in Europe. The initiative aims to promote sustainability, innovation and the valorisation of local excellence, addressing crucial issues such as climate change and the needs of global markets.

HOW: Through two interactive platforms and online training modules, the project will offer practitioners concrete tools to improve skills, create European networks and make the most of available resources.

PROJECT RESULTS

1

Syllabus and Training Course: A comprehensive and structured online training programme designed to improve professional skills in the wine and tourism sector.

2

e-learning platform: An interactive digital space where participants can independently attend the training course.

3

Tourist Experience Visibility and Networking Map: An interactive platform promoting wine- related tourist experiences, geolocalising producers, wineries and tourist routes and connecting stakeholders.



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SECOND PROJECT MEETING:

On 24, and 25 February 2025, the WINE partnership met in Reus, Spain for the Second Meeting hosted by DOMSPAIN.

Key points discussed:

- 1. Online training program:** Final harmonization of modules, evaluations, and translations to ensure quality and accessibility.
- 2. Digital tools:** Ongoing development of the e-learning platform and interactive map to support Wine & Tourism education.
- 3. Upcoming LTTA (Sept 2025):** Hosted by CIOFS-FP Piemonte, the event will test the training program and showcase Piedmont's wine and tourism through tours and tastings.



WINE PROJECT – Project Update!

After the 2nd Transnational Project Meeting in Reus, the partnership has finalized and published on the official website the **Research of the State of the Art in Wine and Wine Tourism Sector**, now available in all project languages!

The reports offer a comparative analysis of the wine and wine tourism sectors across 6 European countries, covering history, geography, production trends, sustainability, tourism development, legal frameworks, training systems, and skill needs. Meanwhile, all training modules have been completed and translated:

**M1 - Climate change and the future of wine; M2 - Sustainable wine production;
M3 - Wine tourism: creation and management; M4 - Wine marketing and storytelling;
M5 - Digital and communication skills; M6 - Fundraising for innovation;
M7- Collaboration and networking.**

The partnership is now working on the e-learning platform, where the full course will soon be launched!

Our interactive map is also taking shape, collecting the best sustainable wine tourism experiences across Europe!

Are you a winery or wine tourism business with a great story to share? Contact us to be included!

Next stop: LTTA in Turin, Italy this September, where we'll test the training course and explore the unique wine tourism experiences of the Piedmont region!



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PROJECT PARTNERS



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