



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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THIRD PROJECT MEETING:

On 16, 17 and 18 September 2025, the WINE partnership met in Piedmont, Italy for the LTTA hosted by Ciofs FP.

Key points discussed:

1. Online training program: the modules uploaded on the platform were tested, and the accessibility for users was verified to ensure a smooth and effective learning experience.

2. LTTA (Sept 2025):

- Allowed participants to test the training program through dedicated workshops.
- Included immersive wine and tourism experiences in Piedmont, featuring guided tours, vineyard visits, and wine tastings!



WINE PROJECT – Project Update!

In the last six months, the training platform was developed, enriched with content and resources, and provided with user guidelines. Together with the guidelines, it was internally validated and translated into the languages of the partnership. Both are available on the project website and have been made accessible to users.

The Best Practices for the creation of the interactive map were collected using the provided templates, with some of them verified in collaboration with wineries.

The Best Practices Map has been created, accompanied by research guidelines, it will be available soon on the website.

In the end, during the LTTA in Piedmont, participants experienced three days of tradition, innovation, and excellence:

- Tradition: visits to the new Ciofs-Fp Nizza Monferrato labs, a sensory wine workshop, exploration of the aeroponic greenhouse, and a tour of the Bersano Museum;
- Innovation: agro-food and hospitality training in Tortona, vineyard tour at Vigneti Repetto, Timorasso wine tasting, and a visit to La Chiara winery with a Gavi tasting;
- Excellence: hands-on sessions in Casale Monferrato, a cheese and wine pairing masterclass, and a closing visit to the Castello di Uviglie with a unique tasting experience.

Next stop: The final meeting of the project will take place in Sofia, Bulgaria, in January 2026. The main purpose is to address the key milestones for the project's implementation. The Final Meeting will serve as the consortium's last in-person gathering, aimed at concluding the management phase and reviewing the results achieved.



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PROJECT PARTNERS



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