

Interreg Greece-Bulgaria DIONYSOS

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Project title:

“Developing Identity ON Yield, SOil and Site - DIONYSOS”

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**REPORT
BY
INSTITUTE OF VITICULTURE AND ENOLOGY, PLEVEN**



WP4

‘Enhancing Area’s Wine ID - From Production to Tourism - Shaping Area’s Profile’

Deliverable: D4.2.1

‘The Wine Trails of Dionysos: Designing and Preparing trilingual
Winetourism Guide in digital and conventional form’

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Този документ е създаден в рамките на проект „Разработване на идентичност на добива, почвите и местностите“/ДИОНИСОС, Договор за субсидиране B2.6c.04/01.11.2017 който се осъществява с финансовата подкрепа на подкрепа на Програма за трансгранично сътрудничество ИНТЕРРЕГ V-A Гърция-България 2014-2020, съфинансирана от Европейския фонд за регионално развитие и от националните фондове на страните Гърция и България. Отговорността за съдържанието на документа се носи от Институт по лозарство и винарство-Плевен и при никакви обстоятелства не може да се счита, че този документ отразява официалното становище на Европейския съюз и Управляващия орган.

Report:

Involved partners (PBs) and Definition of Roles

The Project Beneficiary No3 (**PB3**) **Plovdiv University/Faculty of Economics and Social Sciences**) is the overall responsible for WP4 and undertakes the preparation of area's Wine-Trails, the application studies (&specifications) for upgrading the landscape and the settlements for the Bulgarian Pilot Areas to be used by the responsible PBs as found in the next paragraph. On the other hand, **PB6: Agency for Transnational Training and Development** undertakes the responsibility to prepare the application studies/specifications for upgrading the landscape and the settlements for the Greek Pilot Areas, also the digital platform (the same applies for PB6 and the responsible PBs for the respective activities).

PB4: Kavala Development Agency, **PB5:** Federation of Professional, Crafts and Trade Associations of Evros, **PB7:** Municipality of Kirkovo and **PB8:** Haskovo Chamber of Commerce and Industry undertake the responsibility for the placement of the signposts and the aesthetic interventions in the respective areas. Preparing the recipes, based on local grapevine wine varieties, is undertaken by **PB3:** Plovdiv University/Faculty of Economics and Social Sciences and **PB6:** Agency for Transnational Training and Development. Last but not least, and the producing of wine bottles is undertaken by **PB5:** Federation of Professional, Crafts and Trade Associations of Evros.

Involved PBs and Definition of Roles in WP4/D4.1: [The Wine Trails of Dionysos: Designing and Preparing trilingual Winetourism Guide in digital and conventional form]

The deliverable under the specific Activity (D4.1) do concern a Trilingual Guide (EL, EN, BG) on Wine Tourism in the Project Area in Digital and Conventional (printed) Form. The beneficiaries to be involved are the following: **LB, PB2, PB3 and PB4**

PB3: is the overall responsible for the specific deliverable and was prepared the specifications for the rest of the PBs to be involved. PB3 will also prepare the Guide in a conventional (printed) form (2500 copies)

LB, PB2 - Institute of viticulture and enology, Pleven: were provided expertise on the GR and the BG vineyard respectively

PB4: was provided data of the Greek vineyard and will prepare the guide in a digital form.

The action is scheduled was implemented from **June 2018 to September 2018**

Consistency with other Work Packages

Within the WP4 are found activities which are directly interconnected with the WP2:[Designing Communication Policy] as for instance is the placing of signs with QR-Codes

(applicable for digital reading via smartphone), the production of information material, the digital media portal for vineyard which indeed will indeed have impact on the awareness of the local businesses, the visibility and accessibility of the wine producing units, the historical attractions connected to the wine-narrative (myth, culture, tradition) of the area. Also, the WineTourism-Guide to be produced in 2500 copies (and will also be available in a digital form) will disseminate the local “wine-capital” to the tourists and will also attract potential tourists. This will undoubtedly be of the value of the local vineyards (varieties, biodiversity and landscape) and of the local economy. The ten plus ten (10+10) Recipes based in Local Grapevine Varieties are also connected to the WP2 and the promotion of the culinary culture of the area. Last but not least, a tour (fam-trip) of fifteen (15) journalists in the regional vineyard is foreseen towards achieving multiplier impact of the project activities.

Methodology

Data and information about Activity Del. 4.1. was collected and analyzed by the **Institute of Viticulture and Enology, Pleven**. Data is in **Work Package 3** and in particular in activities Del. 3.1. and Del. 3.5.. At the joint meetings between the partners, some main elements and actions that should be included in the implementation of this activity were specified. All partners were agreed that the trilingual guide should include the following information.

The Content of the Guide

1. The area - local grapevine varieties and vineyards
2. Definition of the Wine Tourism
3. Wineries - general information
4. Local culinary and Other Activities -
5. Photographic and cartographic material

Works and Technical Specifications of the WineTourism-Guide

The specifications concerning the Deliverable under WP4/D4.1: [The Wine Trails of Dionysos: Designing & Preparing trilingual Winetourism Guide] in the conventional form (hard-copy) are the following: The works concern the following distinct stages: a) Writing texts, b) Layout, c) Printing and d) Distribution.

Taking into account the work on this activity, **Institute of Viticulture and Enology (P2)** provided all the information from activities 3.1. and 3.5. to Partner 3.

According to the expertise of Partner 3 and our recommendations, a very good trilingual guide was made.