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

**MIS Code: 5016090**

**Deliverable 5.6.3**  
**Quality Pact in the Food, Tourism and Trade  
Sector**

**Action Plan of the Quality Pact – Table of  
Indicative Actions**

## Action Plan of the Quality Pact – Table of Indicative Actions

A/A	Axes - Activities	Participants	When	Condition to Join as a Member of the Quality Pact	Necessary for the 1st Year
<b>Axis 1: The wineries – Quality Services</b>					
1	<b>Activity 1.1: Creating Wineries Open to Visitors</b>	<b>Local Wineries (especially wineries on the wine routes planned by Dionysos project)</b>	in a period of two years	Those that can offer a tour in the winery and the vineyard and tasting process	
2	<b>Activity 1.2: Up-Grading web pages of the Wineries</b>	<b>Local Wineries (especially wineries on the wine routes planned by Dionysos project)</b>	in a period of one year		in a period of one year
3	<b>Activity 1.3: "Green" Wineries</b>	<b>Local Wineries (especially wineries on the wine routes planned by Dionysos project)</b>	one of the requirements, in a period of one year		in a period of one year
4	<b>Activity 1.4: Participation of the wineries in the "Wine Roads of Northern Greece" Network</b>	<b>Local Wineries (especially wineries on the wine routes planned by Dionysos project)</b>	in a period of two years.		

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<b>Axis 2: Promoting Experiences related with the Vineyard and the Wine</b>					
5	<b>Activity 2.1:</b> Creation of Hiking - Cycling Routes in the Vineyards	<b>Local Wineries, Local Authorities,</b> Local Hiking Associations, Local Actors of the Tourism Sector, Local Cultural Actors, Local Management Bodies of Environmental Protected Areas	in Act. 4.2 wine-tourism routes are proposed. The present Activity will enrich these routes or shall refer to new wine tourism routes. In a period of two years.		
6	<b>Activity 2.2:</b> Designing Car Driving Routes across the Vineyards	<b>Local Wineries, Local Authorities,</b> Local Actors of the Tourism Sector, Local Cultural Actors, Local Management Bodies of Environmental Protected Areas	in act. 4.2 wine-tourism routes are proposed. The present Activity 2.1 will enrich these routes or shall refer to other		

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			new wine tourism routes. In a period of two years.		
7	<b>Activity 2.3:</b> Offering Other Experiential Activities by the Wineries	<b>Local Wineries (especially wineries on the wine routes planned by Dionysos project)</b>	organize one of the activities, in a period of one year		in a period of one year
8	<b>Activity 2.4:</b> Creation of a Wine and Vine Museum	<b>Local Authority, Wineries</b>	<b>In a period of 4 years</b>		
<b>Axis 3. Quality Accommodation Services</b>					
9	<b>Activity 3.1:</b> Improving Quality of Accommodation Infrastructure	<b>Hotels, room rentals, etc.</b>	in a period of five years		
10	<b>Activity 3.2:</b> Offering Quality Services	<b>Hotels room rentals, etc.</b>	in a period of one year	Offering to breakfast (if any) at least 3 local products	in a period of one year
11	<b>Activity 3.3:</b> Applying Energy Saving & Recycling Practices	<b>Hotels, room rentals, etc.</b>	apply systematic recycling of	Apply systematic recycling of materials	in a period of one year

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			materials and at least 5 of the Energy Saving Practices, in a period of one year		
<b>Axis 4: Raising Local Gastronomy &amp; Local Wine</b>					
12	<b>Activity 4.1:</b> Serving Local Products	<b>Restaurants</b>	Offering at least 3 local products, and 3 local wines on the menu, in a period of one year	Offering at least 3 local products, 3 local wines	in a period of one year
13	<b>Activity 4.2:</b> Events Organizing: Gastronomy – Wine-tourism Days	<b>Restaurants, Wineries, Local Authorities, Local Quality Pact</b>	in a period of one year		
14	<b>Activity 4.3:</b> Local Wines in the Supermarkets, the	Supermarkets, grocery stores, wine cellars	in a period of one year		in a period of one year

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	Grocery Stores, the Wine Cellars				
15	<b>Activity 4.4:</b> Encouraging wine bars	Bar owners, local businessmen/ women, wine cellars, individual investors			
<b>Axis 5: Raising the Cultural Sites</b>					
16	<b>Activity 5.1:</b> Promotion of the Cultural Sites	Local Authorities, Responsible Bodies for the Protection of the Antiquities	in a period of three years		
<b>Axis 6: Emphasizing the Vinicultural Identity of the Settlements</b>					
17	<b>Activity 6.1:</b> Interventions for Highlighting the Vinicultural Identity of the Settlements	Local Authorities	In Activity 4.3 of Dionysos project, a series of small-scale interventions suggested.		

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			Proceeding to two of the proposals (also considering the study 4.3), in a period of two years		
<b>Axis 7: Awareness Raising and Training Programs</b>					
18	<b>Activity 7.1:</b> Raising Awareness Actions	<b>Local Population, Local Actors</b>	To participate (or organize) in two awareness actions in a period of one year.		in a period of one year
19	<b>Activity 7.2:</b> Training actions	<b>Local Quality Pact, Enterprises, Local Authorities, Local Actors</b>	To participate (or organize) in two seminars on two different subjects of the proposals, in a period of one year.		in a period of one year

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<b>Axis 8: Promoting the Area as a Wine Tourism Destination</b>					
20	<b>Activity 8.1:</b> Designing Appropriate Tourism Packages and Promotion by the Tourism Offices	Local Quality Pact, Enterprises, Local Authorities, Local Actors	in a period of one year		in a period of one year
21	<b>Activity 8.2:</b> Invitation of Journalists / Mass Media	Local Quality Pact, Enterprises, Local Authorities, Local Actors	in a period of one year		in a period of one year
22	<b>Activity 8.3:</b> Realizing Contacts and Cooperation schemes with other Wine Tourism Networks in Greece and abroad	Local Quality Pact, Enterprises, Local Authorities, Local Actors	in a period of one year		in a period of one year
23	<b>Activity 8.4:</b> Preparation of Publicity Material (in Greek and in a foreign language)	Local Quality Pact, Enterprises, Local Authorities, Local Actors	in a period of one year		in a period of one year



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24	<b>Activity 8.5:</b> Promotion of the Wine Tourism Destination on Printed and Electronic Media as well as in Transportation and at Arrival Points	Local Quality Pact, Enterprises, Local Authorities, Local Actors	in a period of one year		in a period of one year
25	<b>Activity 8.6:</b> Establishing a Digital Portal for the Local Pact	Local Quality Pact, Enterprises, Local Authorities, Local Actors	in a period of one year		in a period of one year
<b>Axis 9: Service for Complaints' Management</b>					
26	<b>Activity 9.1: Service for Complaints' Management</b>	Local Enterprises and other Members of the Quality Pact	in a period of one year		in a period of one year
<b>Axis 10: Management – Monitoring - Evaluation</b>					