

# Agreement Protocol (Draft)

## Local Quality Pact of the Area..... (Route .....)

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In order to promote the area ..... .. (the route .....) as a quality wine-tourism destination.

In ....., today, [date], the following parties:

- 1.
- 2.
- 3.

[... .. etc]

we agree and decide to cooperate on a voluntary basis in order to achieve a common goal for our area, to promote the area (or route)..... .. as a quality tourism destination.

To achieving this goal, we unconditionally accept the terms of this Agreement Protocol (set out below).

### Introduction

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The **Local Quality Pact** is a voluntary collective initiative of local businesses, agencies, organizations to developing synergies among them with the aim to promote the area as a quality **wine-tourism destination**. All parties accept the terms of this Agreement Protocol, they agree to contribute to the achievement of its objectives, they commit themselves to comply with quality standards in products and services provided in the area of the route ..... (and its wider area), so as to contribute in raising its wine tourism identity.

Based on the political support of Municipality ..... and on the technical assistance of the Municipality .... or of the Development Company ..... for the development of the route as a wine tourism destination, the Agreement consists of a set of rules that define specific standards for the partners of the Quality Pact and enhance synergies which improve the quality and render identity to the wine tourism services in the area.

### Aim – Objectives

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The Pact aims to: network companies and actors in the area ..... so that they will in common highlight the entire area as a wine tourism destination.

In order to achieve this aim, it is intended to:

- Upgrade the business activity by providing quality services,
- Offer new travel experiences to visitors,
- Attract wine tourists to the area,
- Create opportunities for the businesses and the local producers.

## Basic Principles

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Below are set out the key principles of the Pact:

1. The cooperation of the participants on a voluntary basis, with self-commitment, in order to promote the region as a wine tourism destination, on a common vision of improving the quality of the services and products offered
2. The Cooperation and the trust between the participants, being the key components for success of the Pact. All together as a team, we can create an attractive wine-tourism experience
3. The belief that the individual development derives from the team development
4. The acceptance, as the core value of the Pact, of the compliance of the production sector, the accommodation and the catering branches etc. with quality standards,
5. The acceptance, as a further core value of the Pact, of the aim of highlighting the wine identity of the area
6. The belief in the value of the knowledge and in the cooperation with relevant expert agencies in Greece and abroad for the adoption of best practices
7. The acceptance of the importance of training, education, information, awareness-raising for the local businesses' staff, of the actors, etc. that improve their knowledge, their skills and abilities and develop their business culture.

## The Means

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In order to achieve its objectives, the Pact:

1. Define rules, sets conditions and specifies criteria - standards that improve the quality of the wine tourism services provided in the area ....
2. Seek the compliance with the standards and the methodologies adopted
3. Provide a Label to the participants (under the condition that the criteria have been met) as a proof of quality in services and products they offer and with the ambition for the Label to become a Reliable Label for the area. The Label will necessarily be exhibited at a prominent place in the premises of each business, on the Pact's website, and on the website of each member individually, rendering it recognition and prestige.
4. Organize training, awareness programs for its members
5. Promoting the Pact and its members
6. Develop initiatives on exchanging know-how with Greek and foreign stakeholders
7. Participate in development programs, partnership programs.

## Members

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Businesses, professionals, organizations and agencies have the right to participate in the Pact regardless of their size, of their character, whether private or public, if legal entity or individual, with similar or complementary and / or different characteristics operating in a geographical and / or functional context and interaction with the route ... .. and its wider area.

Members of the Local Pact can be:

- Wine-growers, wine makers and wineries
- Producers (or Cooperatives) of other local products (of the primary and secondary sector)
- Tourist accommodation facilities
- Restaurants
- General Tourism Offices
- Travel Agencies for Alternative Tourism Activities
- Tourism-related professionals (guides, digital companies, taxi associations, etc),
- Shops of local traditional products
- Bars
- Museums and Heritage Actors
- Cultural Associations - Organizers of cultural events
- National Parks' Management Bodies
- Mountaineering Clubs
- Municipalities, Development Companies of Local Authorities
- Commercial Associations, Chambers
- Collective Agencies

Each candidate member, for his inclusion in the Pact, submits an application with a form of compliance with the initial criteria. From the date of approval of the application on, the member must adapt to the criteria set for the following year.

## Duration

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The duration of the Pact shall be two (2) years (with the possibility of its extension or/and its transformation to a legal entity by decision of its General Assembly) and starts from the date of signature of the present.

## **Role of the Municipality..... (or the Development Company)**

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The Municipality or the Development Company has the coordination for the development and the implementation of the Pact, fosters trust between the public and the private sector, participates in the partnership scheme and in the management of the Pact and assists the project implementation with financial resources and know-how.

## **Administration and Representation**

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The General Assembly is the supreme body of the Local Quality Pact. It consists of the legal representatives of all its members.

Its main responsibilities are:

- The inclusion and the deletion of the members of the Local Quality Pact
- The election of the members of the Management Committee and of the Audit and Implementation Committee of the Local Quality Pact
- The modification of the specifications and the criteria for joining the Local Quality Pact or of the obligations of the members
- The decision-making on the Management Committee recommendations.

The General Assembly meets annually in a regular session (once a year) and extraordinary, when decided by 1/3 of the members or decided by the Management Committee.

The General Meeting decides by a majority of 3/5 of the present members on important matters and by simple majority for the rest. In the case of a tie, the President's vote prevails (there may also be provided the option of participating by electronic means).

The **Management Committee** is the executive body of the Local Quality Pact. This Committee is responsible for planning and implementing the actions of the Pact, and for setting up, managing and coordinating the Audit and Implementation Committee of the Pact. The Management Committee also recommends and the General Assembly decides on the inclusion, sanctioning or the disengagement of the enterprises from the Local Pact, as well as on how to address other important issues or problems related to its operation. The Committee keeps a Book of the Members of the Pact, where the main data of each member, the audit reports and the degree of performance, the customer-visitor complaints, the comments, the recommendations and the decisions of the competent bodies of the Local Quality Pact are recorded.

The Management Committee consists of seven (7) members out of which two (2) are appointed by the Municipality... .. (or the Development Company ...) and five (5) are elected by the members of the Pact in the General Assembly. The Chairman, Vice-Chairman, Secretary and Treasurer of the Committee are elected by the seven (7) members by vote.

The Committee meets at least once a month and takes decisions only when a quorum is formed, when at least 50% plus one of the members is present.

**The Audit and Implementation Committee of the Local Quality Pact** is responsible for monitoring and controlling the conditions and for the compliance criteria of the Pact.

The audit is carried out after informing the firm, on a regular basis (annually), or extraordinary, following a decision of the Management Committee.

If the Audit and Implementation Committee finds out that there is a violation of the terms and the criteria contained in the Protocol Agreement, it makes a recommendation on mandatory compliance, providing reasonable response time. The unjustified compliance after two repeated recommendations constitutes a breach of the terms of the Pact and brings the penalty of deletion from the Pact.

The Audit and Implementation Committee makes relevant suggestion to the Management Committee.

The Audit and Implementation Committee consists of three (3) members elected by the members of the Pact in the General Assembly.

The term of office of the members of the aforementioned bodies is two (2) years, renewable.

## Resources

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The registration of the members to the Pact is free. In addition, for the first two years there is no membership fee.

For the coming years the amount of the membership fee will be specified according to the needs of the Pact.

## Seat

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The seat of the Pact is the seat of the Municipality... .. (or of the Development Company ...).

## Possibility of Modification

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The rules of the Pact can be modified, extended and enriched following the suggestion of the Management Committee to the General Assembly and following a decision by the General Assembly, taken by a majority of all members and with the consent of the Municipality... .. (or the Development Company ...).

## Label

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A label will be awarded to the participants, businesses, agencies and organizations, which will be placed in a prominent place of their premises. Participants are requested to inform their customers and to also place the text of the Local Quality Pact in a prominent place.

The label and the logo constitute property of the Local Quality Pact. Only participants meeting the requirements laid down in the Local Pact have the right to use it.

## Evaluation Criteria for the Provision of the Label of the Pact

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### Participation Criteria

The participation to the Quality Pact is based, on the one hand on the **will** of the local companies and local actors to create a quality wine-tourism destination in their area, and on the other on **some simple criteria** (initial criteria) so that as many enterprises and organizations as possible join it. Thus, upon their will and a few participation criteria (to being easily adopted) they are able to join it.

The **obligatory requirement** for the participation of a business to the Pact is: its legal operation and compliance with the institutional framework related to its business activity.

**The initial eligibility criteria** are:

1. To belong to the sectors of activity mentioned above. In exceptional cases bodies and organizations with experience, know-how and prestige (e.g. chamber of commerce, trade association, education and training centers, cultural authorities, etc.) of the wider area can also be involved.
2. To be located in the route area designed by Dionysos project or in its wider area
3. To provide an impression form (a short questionnaire or a book of impressions) or a space for comments in the case of digital media (e.g. in the company website, on the social media available by the company, on specialized travel portals such as TripAdvisor, where the customer / visitor / user can notice the comments - recommendations - suggestions - comments regarding the products or services offered to him / her).

In addition, **for certain business categories, the following criteria should apply:**

- **For wineries:** to be in the position to offer a tour in the vineyard and the winery as well as the possibility to offer a wine tasting.
- **For accommodation facilities,** if serving breakfast, to offer at least 3 local products. Accommodation **facilities** should also systematically apply recycling of waste.
- For **restaurants,** to offer at least 3 local products and 3 local wines.

### **Evaluation Criteria for the subsequent period of the Pact**

The analytical criteria for the next phase, after one year and later on, are presented in the drafted Action Plan prepared. They are also briefly presented in the Table of Indicative Actions of the Action Plan. It should be noted that, when agreed, they will be incorporated into the present Cooperation Agreement Protocol.

All of the above terms are accepted by the members of the Pact unreservedly and the present Agreement is signed here as below.

Signatures