



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.



PROJECT KICK-OFF MEETING:

On 13 March 2024, representatives from each partner country (Spain, Italy, Luxembourg, Bulgaria and Norway) met in Brussels for the Kick-Off Meeting, organised by the partner Coopération Bancaire pour l'Europe - EEIG.

STATE OF THE ART:

The partners, led by CIOFS Piemonte, are working on the needs analysis of wine producers and tour operators to define the course structure and training materials. The syllabus is expected to be published in February 2025 and will be available on the official project website!



PROJECT PARTNERS



Neh
experience



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The Italian Chamber of Commerce in Luxembourg (CCIL):
CCIL supports Italian businesses entering Luxembourg and vice versa, offering services like market research, legal advice, event organization, and EU project management, while promoting Italy globally through its chamber network since 1990.

Bulgarian Association of Wine Professionals

BAWP unites wine professionals to enhance Bulgarian wine's global reputation, improve industry prospects, and promote wine tourism. Initiatives like International Mavrud Day highlight local grape varieties and foster international recognition.



Coopérative Bancaire pour l'Europe

CBE supports SMEs and public authorities by fostering EU market access, organizing events, managing projects, and publishing EU funding guides, leveraging a network of European banks and chambers of commerce.

DOMSPAIN - Educational Services & Training Centre

DomSpain delivers vocational training, ICT courses, reskilling programs, and organizational capacity building. It supports digital transformation, mobility projects, and psychological services, fostering employability and innovation for businesses and individuals.



Prios Kompetanse AS

Prios specializes in lifelong learning, project management, business innovation, and software development. It creates customized training solutions, integrating sustainability into projects, and contributes to training development in the wine sector.



CIOFS-FP Piemonte ETS

CIOFS provides vocational training, employment services, and specialized courses for youth, adults, and disadvantaged groups. It focuses on skills development across sectors like agri-food, IT, and administration, fostering innovation and workforce readiness.



NeH experience

NEH - Experience: Food and Wine Excellence

NeH Experience promotes Italian food, wine, and culture by offering unique experiences. It supports SMEs with digital tools, facilitates sustainable tourism, and serves as a marketing agency for the food and wine sector.

Visit our website and media for the latest news and more information on the project:

<http://wineproject.eu>

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