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Participatory governance for the European Union cultural-historical values of traditional agricultural landscapes

Joint report of International Events



LJUDSKA UNIVERZA LENDAVA
NÉPI EGYETEM LENDVA



município de
lousada

INTERNATIONAL EVENT No.1**EVENT DESCRIPTION SHEET**

PROJECT	
Participant:	1 - Concello de Vedra
PIC number:	943256907
Project name and acronym:	Participatory governance for the European Union cultural-historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION			
Event number:	Event 1		
Event name:	Common social values and ethnographic, cultural and historical traditions around tilling and harvesting the land in Europe		
Type:	Conferences, World Café, visits to good practices, Kick-off meeting		
In situ/online:	in-situ		
Location:	Spain, Vedra		
Date(s):	8th, 9th and 10th of March 2023		
Website(s) (if any):	http://wineurur.concellodevedra.gal/		
Participants			
Female:	40		
Male:	44		
Non-binary:	-		
From country 1 Spain:	69		
From country 2 Italy:	5		
From country 3 Bulgaria:	-		
From country 4 Slovenia:	4		
From country 5 Croatia:	3		
From country 6 Portugal:	3		
Total number of participants:	84	From total number of countries:	5
Description			
<i>Provide a short description of the event and its activities.</i>			

I. KICK-OFF MEETING AND VISIT TO GOOD PRACTICES

The initial day of the winEU.rur Event on March 8th featured a Kick-off and the first Project Steering Committee Meeting at "A Estación Centro de Emprendemento" in Vedra, a repurposed railway station serving as a multifunctional center with a co-working area. Ms. Vanessa Crespo Souto, representing the Municipality of Vedra, opened the meeting, addressing international partners. Discussions included a review of the work plan and budget, identification, and distribution of main tasks for the future implementation of winEU.rur. Following the meeting, partners explored the renowned "Destilería Aguardientes de Galicia" in Vedra, a distillery established in 1992 emphasizing regional ingredients and traditional distillation techniques. The day concluded with a guided tasting of Galician wines.



II. PROJECT OFFICIAL OPENING EVENT

On Thursday, March 9th, the winEU.rur Project's official opening event occurred at the Pazo de Vista Alegre in Vedra, Spain. The Mayor of Vedra, Mr. Carlos Martínez Carrillo, welcomed all participants and briefly presented the Municipality, highlighting its rural characteristics and its agricultural tradition. Vanessa Crespo Souto, the Project Manager, presented winEU.rur's origins, emphasizing its commitment to environmental protection and heritage preservation. International partners also introduced their organizations and shared their projects related to sustainability and heritage protection.

III. INFO DAY

After a brief pause, the day continued with the Info Day. The conference started with the presentation of Mr. Enrique Luis de Salvador Sánchez, Director of the Institute of Territorial Studies in the Regional Government of Galicia, who outlined the landscaping strategy focusing on heritage protection, awareness, and cooperation. Emphasizing governance, the strategy aims to involve citizens through public instruments. The presentation delved into Galicia's landscape characteristics, legal recognition, and regional laws, especially in the rich natural heritage area where Vedra is located.

Additionally, a conference on the "Tradition of Wine Culture in Galicia" by journalist Mr. Víctor Furelos explored the historical ties of winemaking in Vedra, linking back to Medieval times and highlighting similarities with other European wine regions. The importance of preserving the unique landscape of these areas was underscored.

To conclude the event, the Organizing Committee briefly presented the Wine Festival of Vedra, a longstanding celebration promoting regional wine, enhancing quality and trade, and fostering wine culture and territorial development. The annual festival features various activities, events, and initiatives related to wine, contributing to the local community's growth and appreciation of their heritage.

IV. VISITS TO EXAMPLES OF GOOD PRACTICES

The afternoon session featured visits to good practices. Initially, partners explored the Pazo de Ortigueira and Gardens in Santa Cruz de Ribadulla, awarded with the International Camellia Society Garden of Excellence badge. The palace and gardens, renowned for their beauty, also incorporated olive tree cultivation for oil production and a vineyard producing the renowned "Ulla" wine.

Afterwards, partners engaged in a guided tour of the internationally acclaimed Distillery Casa Nordés of Galicia in Vedra, known for its gin production. The distillery provided an immersive experience detailing the origin, history, and production of Nordés gin. The visit concluded with partners enjoying a tasting of Galician gin in the Cocktail room.

V. TRANSNATIONAL WORKSHOP

On Friday, March 10th, the winEU.rur event featured a Transnational Workshop, "World Café," and Conference at the "María Manuela Enotourism" historic wine cellar. Firstly, Ms. Cristina García presented the conference

“Landscape and Heritage”, where the resilience of nature within the National Green Infrastructure and Ecological Connectivity and Restoration Strategy were discussed, as well as the Galician landscape. Following, the “WORLD CAFÉ” Activity took place. This Activity facilitated group discussions on key rural issues, concretely participatory governance, traditional agriculture and landscape and cultural and historical values. The main results of the activity point out to increasing the participation of young people and farmers in the government, focusing on the quality of the wine production and in sustainability and involving the support of local authorities.



Communication and dissemination:

Video of the event & Video of testimonies:

<https://youtu.be/ZgBRXZBpGq4?si=nESwfdTdhL3uiMG1>

Links to press articles/social media pages related to the project event:

<https://www.elcorreogallego.es/concellos/2023/03/11/vedra-lidera-proxecto-europeo-persegue-84463821.html>

<https://lindeiros.net/borrador-automaticovedra-boas-practicas-croacia/>

<https://www.xunta.gal/notas-de-prensa/-/nova/77992/xunta-ensalza-papel-del-paisaje-como-elemento-vertebrador-del-rural-gallego>

<https://www.instagram.com/reel/CqFtHR8v2th/?igshid=MTc4MmM1Yml2Ng%3D%3D>

<https://m.facebook.com/photo.php?fbid=603702848464958&id=100064757434504&set=a.293892589445987&sfnsn=scwspmo>

https://m.facebook.com/story.php?story_fbid=pfbid02SFUyhfWMMmJDB5d1ym56jzfJxCo3qYMsTHwAEhrHGZ XGsNiARYEaqzZMJ6e8qpEil&id=100064757434504&sfnsn=scwspmo

https://m.facebook.com/story.php?story_fbid=pfbid027taMQgi4fmLNRzrRr5F1TohiXhSBrD1mowfpK7HEmBX 4L4U94KdefgopKVaRckUI&id=100064757434504&sfnsn=scwspmo

https://www.facebook.com/watch/?v=1465467340861994&extid=NS-UNK-UNK-UNK-AN_GK0T-GK1C&mibextid=2Rb1fB&ref=sharing

INTERNATIONAL EVENT No. 2

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	5 - LOKALNA AKCIJSKA GRUPA ZAGORJE-SUTLA (LAG ZAGORJE SUTLA)
PIC number:	921213657
Project name and acronym:	Participatory governance for the European Union cultural-historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION			
Event number:	Event 2		
Event name:	European best practices, cultural and wine- growing experiences in territories of traditional agricultural landscape		
Type:	Conferences, press conference, participatory workshop, visits to good practices, 2 nd project coordination meeting		
In situ/online:	in-situ		
Location:	Croatia, Tuhelj		
Date(s):	7 th , 8 th and 9 th of June 2023		
Website(s) (if any):	Under construction		
Participants			
Female:	51		
Male:	37		
Non-binary:	-		
From country 1 Spain:	4		
From country 2 Italy:	-		
From country 3 Bulgaria:	4		
From country 4 Slovenia:	6		
From country 5 Croatia:	71		
From country 6 Portugal:	3		
Total number of participants:	88	From total number of countries:	5
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>I. VISITING THE GOOD PRACTICES</p> <p>On June 7th, partners visited the good practices of the territory, beginning with a visit to the Sever family winery in Klanjec. Wine producers Filip, Jakov, and Zvonko showcased five varieties of wine, predominantly featuring autochthonous Croatian grape types. Notably, the "Sokol" variety, exclusive to the Klanjec area, held a significant narrative.</p> <p>The journey continued to Zelenjak, a site of profound cultural and historical significance for Zagorje, where the Croatian national anthem was written. Following lunch, another exemplary practice was explored at the Bodren winery near Pregrada. Guests were treated to a presentation of five wines, primarily produced through ice harvesting. The visit also included a performance by a female vocal ensemble from Pregrada, presenting three traditional songs..</p>			



II. PARTNERS' MEETING AND SMART THINKING WORKSHOP

On the 8th of June the partnership steering committee meeting took place, where the project activities and future tasks were discussed.

After lunch, a smart thinking workshop divided participants into three teams to address specific project-related questions:

1) How to conserve traditions?

Strategies included involving authorities in research, festivals, and activities, integrating traditions into tourism experiences, and promoting traditions through public or private entities.

2) How to promote new cultural and wine-growing experiences with tradition?

Suggestions involved leveraging social media for broader reach, tailoring engagement based on the target audience's age, and utilizing contemporary designs, events, festivals, and cross-sector collaborations.

3) How to promote new cultural and wine-growing experiences?

Recommendations included using various media channels, unconventional approaches like blimp signs, and word-of-mouth promotion. Presentations targeting younger generations, interactive games, and the sharing of good practices between regions were also highlighted as effective strategies.

III. PRESS CONFERENCE, INTRODUCTION OF THE PARTNERS AND PRESENTATIONS

The final day of the event (9th of June) commenced with a press conference, opened by brief presentations from project partners introducing their organizations, cities, or municipalities. Afterwards, presentations of stakeholders took place themed in "Wine Growing Regions of Croatia: Traditional Landscapes in Contemporary Times", "Wine-growing as Traditional Economy in Croatian Zagorje" and "Traditions and Cultural Experiences of Zagorje - Traditional Costumes and Festivals".

After the presentations and a brief discussion, the event concluded with a surprise performance by tambourine players, showcasing traditional Kajkavian songs and enhancing the cultural exchange between the Zagorje region and international partners.



Communication and dissemination:

Video of the event & Video of testimonies:

<https://youtu.be/y7IOTyHDxDQ?si=JqGu8SWUwsw-F6N3>

Links to press articles/social media pages related to the project event:

<https://kajkavskekronike.hr/izdanja/broj14/mobile/index.html#p=7>
<https://www.zagorje-international.hr/2023/06/09/kakav-izlet-bili-smo-s-predstavnici-ruralnih-europskih-opcina-u-obilasku-nasih-vinarija-evo-koje-im-je-zagorsko-vino-najbolje/>
https://m.facebook.com/story.php?story_fbid=pfbid02i7MrVvYH8re8BmidazAyNmgsi3svADgGmttt28rok9s3pCzc8cmUxv116iPR1qhGKI&id=100070974825035
https://m.facebook.com/story.php?story_fbid=pfbid0BByfuWfWqkVb1aEFJctvdjM7oCMgvgLQkrwiBnpC5NCpS82JEaGUz3eLSTjc6FihYI&id=100070974825035
https://m.facebook.com/story.php?story_fbid=pfbid02WzoVBpqHctB6sTYF9ugbV68btHWkrjxarfU7dUsuAkJj3PEbhp68ZRACiey9LiUl&id=100070974825035
<https://drive.google.com/drive/folders/16ENMx536yttYU1iJGHSqPjbOPjufViPm>

INTERNATIONAL EVENT No.3

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	6 - Município de Lousada
PIC number:	946875783
Project name and acronym:	Participatory governance for the European Union cultural-historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION	
Event number:	Event 3
Event name:	Present continental trends of innovation in cultural and winemaking experiences in territories of traditional agricultural landscape
Type:	Conference, World Café, visits to good practices, 3rd project coordination meeting
In situ/online:	in-situ and online
Location:	Portugal, Lousada
Date(s):	19th, 20th and 21st of September 2023
Website(s) (if any):	N/A
Participants	
Female:	48
Male:	36
Non-binary:	0
From country 1 Spain:	6

From country 2 Italy:	3		
From country 3 Bulgaria:	3		
From country 4 Slovenia:	3		
From country 5 Croatia:	0		
From country 6 Portugal:	68		
Total number of participants:	84	From total number of countries:	5

Description

Provide a short description of the event and its activities.

I. PARTNER'S MEETING AND CULTURAL VISITS

The first day of the winEU.rur Event on the 19th of September 2023, began with the 3rd PSCM. Manuel Nunes, Councilor for the Environment in Lousada, opened the meeting and officially welcomed partners. Participants discussed past project events and preparations for the midterm report. Meanwhile, stakeholders visited the Lousada Press Center with a 19th and 20th-century collection and the Romanesque Interpretation Center, exploring the region's history through themed rooms.

II. VISIT TO EXAMPLES OF GOOD PRACTICES AND INNOVATION I

On the same day, partner delegations visited the good practices and innovative trends in cultural and winemaking experiences within traditional agricultural landscapes. The first stop was at 100lqual Winery in Meinedo, Lousada, where partners had the opportunity to know about modern winery with an innovative approach to ancient grape varieties. Afterwards, a tasting session was carried out.

Then, the group then visited Quinta de Lourosa in Sousela, exploring the family vineyard's unique LYS support system for grapevines. The vineyard now hosts various events, provides rural accommodations, and offers vineyard tours and wine tastings.



III. CONFERENCE: "INNOVATION IN RURAL LANDSCAPES - SUSTAINABILITY, ENTREPRENEURSHIP AND DIGITAL LITERACY"

On the 20th of September 2023 the Conference "Innovation in rural landscapes – sustainability, entrepreneurship and digital literacy" took place in the Lousada Municipal Library, attended by over 80 participants from various sectors.. Manuel Nunes, Environment and Nature Councilor of the Municipality of Lousada, inaugurated the event, emphasising the crucial role of sustainable development in the region.

The conference's first panel featured coordinators of projects involving the Municipality of Lousada. These projects focus on empowering local agents for a circular economy (ECO-CENT), technological innovation (digiLEAD), and sustainable land management aligned with the European Green Deal (GoGreen), all vital for rural regions' sustainable development.

The second panel highlighted local wealth, specifically the cultural and wine landscape. Ricardo Martins discussed the Municipal Strategy for Sustainability and the Local Protected Landscape of Sousa. Manuel Oliveira, from the Northern Regional Directorate of Agriculture and Fisheries, covered unique vine training systems in the Vinhos Verdes region. Lastly, Luís Sousa delved into the intriguing and ancient history of wine in Lousada.

IV. VISIT TO EXAMPLES OF GOOD PRACTICES AND INNOVATION II

In the afternoon of the same day, partners took part on the second part of the guided tour of best practices in the region of Lousada. Firstly, they visited the Mata de Vilar, a 14-hectare forest internationally classified as 'high conservation value'. Biologist Cláudia Silva explained the benefits of promoting biodiversity near agricultural fields, showcasing examples, from amphibians for insect control to raptors for rodent mitigation and flower meadows for pollinator attraction.

Afterwards, the "Workshop of Vinhas-do-Enforcado" took place. Here, participants explored the endangered ancient vine cultivation practice known as "Vinhas-do-Enforcado." This agroforestry method involves grapevines growing vertically, supported by forest tree species. This approach allows winemaking to coexist with other crops, fostering a resilient and productive ecosystem. Participants experienced traditional artifacts used in this method and tasted wine grown in height during a regional snack.

V. VISIT TO EXAMPLES OF GOOD PRACTICES AND INNOVATION III

On September 21, 2023, the winEU.rur delegation visited Quinta da Palmirinha in Felgueiras, a biodynamic vitiviniculture farm. The producer shared environmentally responsible wine production methods, emphasizing natural fertilizers and treatments. Discussions centered on the growing demand for such products, their characteristics, and considerations. The visit concluded with a tasting of the unique biodynamic wine.

Afterwards, participants traveled to Porto for a guided visit to the Port and Douro Wines Institute, where they received insights into the history and success factors of this internationally renowned liquor. The tour continued with visits to laboratories and a tasting room, showcasing the on-site wine quality control process. The tour concluded on the waterfront in Porto, a key location in the success of exporting Portuguese wines globally.



VI. WORLD CAFÉ ACTIVITY

In the afternoon of this last day, the "WORLD CAFÉ" took place. For the activity, partners divide into three groups, each one of them with a different topic and questions to address. The results of the activity pointed out to the need of improving the research and implementation of organic viticulture, the need to preserve traditional agricultural practices and the heritage of the festivals and celebrations related to wine culture in their regions.

Communication and dissemination:

Video of the event & Videos of testimonies:

<https://www.youtube.com/watch?v=6C0MbkZ3dEA>

Links to press articles/social media pages related to the project event:

<https://www.facebook.com/LousadaAmbiente/posts/pfbid031XAxUjaBuho2p4JMv9VChr1ZWfEcYCOxZT2CUDNwjdeTLy9NVSVYEzMT964aUh2Ml>

<https://www.facebook.com/LousadaAmbiente/posts/pfbid02cB5P5rcb42R6NMmQCDhoG5H1FNpZe6bdgwFakkrkJ1fURwekfaYvLxyzLxPJgMJ9l>

https://www.instagram.com/p/Cw8UqTErKhu/?img_index=1

https://www.instagram.com/p/CyvGzmRMd-V/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

<https://www.facebook.com/adersousa.gal/posts/pfbid0kQSAwTePreJb5KAUxTTRiGaF8EoTnnJtweUVYuyu5FDxPswm4xXD4RQQ3dK6pxUI>

<https://www.facebook.com/photo/?fbid=617821853801137&set=a.408303464752978>

INTERNATIONAL EVENT No.4

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	Ljudska univerza Lendava (Adult education centre Lendava)
PIC number:	919921520
Project name and acronym:	Participatory governance for the European Union cultural-historical values of traditional agricultural Landscapes — winEU.rur

EVENT DESCRIPTION	
Event number:	Event 4
Event name:	Co-creation, collective intelligence and new opportunities of sustainable tourism for the promotion and valorisation of European vine landscapes
Type:	Conferences, press conference, participatory workshop, visits to good practices, 4 th project coordination meeting
In situ/online:	in-situ
Location:	Lendava, Slovenia
Date(s):	10 th , 11 th and 12 th of November 2023
Website(s) (if any):	Under construction
Participants	
Female:	19
Male:	20
Non-binary:	-
From country 1 Spain:	3
From country 2 Italy:	-
From country 3 Bulgaria:	4
From country 4 Slovenia:	17
From country 5 Croatia:	8
From country 6 Portugal:	2
Other countries:	5
Total number of participants:	39
From total number of countries:	8
Description	

Provide a short description of the event and its activities.

I. PRESS CONFERENCE, PROJECT AND LOCAL EVENTS PRESENTATIONS

On November 10th, a series of events unfolded, beginning with a press conference where the local Mayor extended a warm welcome. The project and recent local events were presented. The lead partner also highlighted the recognition by key stakeholders in Spain. A subsequent Q&A session with the media provided insights into the partnership's formation and future endeavours.



II. PARTNERS MEETING (COMBINED)

Afterwards, the 4th PSCM took place (hybrid approach, virtual and face-to-face). During the meeting, partners engaged in a thorough discussion concerning their respective obligations and upcoming project steps. The meeting focus was on alignment with project goals and timelines. Simultaneously, plans were outlined for the development of a Wiki platform and organization of the next TPM.

III. VISITING THE GOOD PRACTICES

In the afternoon of the same day, visits to good practices were carried out. Firstly, partners travelled to the Puklavec Family Wines, an enriching experience, showcasing a family-owned winery known for its commitment to quality and a high level of modernization while maintaining traditional practices.

The visit emphasized sustainable practices, innovation in viticulture, and the family's dedication to producing exceptional wines. It provided a valuable perspective on successful collaboration between local businesses and big-scale producers.

Then, the visit to Gabor Distillery – Pozvačín took place, where participants had the chance to tour the distillery, learn about the unique distillation processes, and sample distinctive spirits crafted by Mr. Gabor. The distillery's commitment to preserving local traditions while embracing contemporary techniques was evident throughout the visit.

IV. SUSTAINABLE TOURISM OPPORTUNITIES

On the 11th of November, partners visited the Smey Winery, a family-owned and operated winery located in the Lendava Hills founded in 1992 and that produces high-quality wines from local grapes. The winery uses sustainable farming practices and traditional winemaking methods to produce wines that are both flavorful and aromatic.



V. WINELEND CAFÉ WORKSHOP AND CLOSING

On the last day, the 12th of November, the Workshop took place, aimed at delving into the cultural, historical, and ecological dimensions of vine landscapes. Participants engaged in three rounds of discussions, each aligning with the specified workshop objectives. The results pointed out at the multicultural aspects of the territories involved in the project, the need for sustainable tourism practices and the identification of digital strategies for promoting the territories of wine landscape, while protecting its environment and taking into account the sustainability of the practice.

Overall, the workshop succeeded in deepening participants' understanding of the various aspects of vine landscapes while fostering collaborative thinking towards sustainable practices and digital innovation. After the workshop and presentation of ideas, the event ended with a tasting of local delicacies.

Communication and dissemination:

Video of the event & Videos of testimonies: *[under development]*

Links to press articles/social media pages related to the project event:

<https://lendavainfo.com/foto-v-mestni-hisi-se-je-odvilo-uvodno-srecanje-partnerjev-in-predstavitev-projekta-wineu-rur/>

<https://www.facebook.com/ljudskauniverzalendava/posts/pfbid0thjfs9mSu9q9dVokMDobvRMUDScFQsRACFciGsRf3B6mziJisR6Vsv82jZncxuZWl>