EDP1WG4P2 - Wine gastronomy - cultural tourism

Disclaimer – this fiche provides some indications as to which funds could be relevant to ideas identified during the Entrepreneurial Discovery Process in the regions of Eastern Macedonia and Thrace, beyond those provided by the ROP. It is provided to stimulate further the development of the idea. However, it must be intended as exploratory and non-exhaustive.

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<th>Title</th>
<th>EDP1WG4P2 - Wine gastronomy - cultural tourism</th>
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<td>Short Description</td>
<td>Creation of tourist product &quot;Wine-Gastronomy/Cultural Tourism&quot;. The idea is related to branding regional wines. The main aspect is the recording of small elements that could be linked to form the basic product portfolio in terms of a &quot;unique touristic offer&quot; to the market.</td>
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<td>PDL2 Participants</td>
<td>During the PDL 2 participants were interested in this idea: one coming from the Regional Authority and one from the research community. However, this idea requires the collaboration of all stakeholders across sectors: public, private and research. The realisation of this idea would require the mobilisation of companies and organisations in the wine and tourism sectors to take part in the system that would support this application in order to promote their products, events, etc. Collaboration would be crucial among wine making and gastronomy schools with the ICT department of the ATHENA research centre.</td>
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<td>Under which TOs of the ROP does this project fall?</td>
<td>This project is in essence a collaboration between private and public sector stakeholders to introduce a unique (integrated) touristic offer and therefore falls under Thematic Objective 3d, Specific Objective 6 (&quot;Improve the outward-looking character of SMEs&quot;) of the ROP. Small scale projects to develop and demonstrate some technological aspects in support of project activities could be funded through TO 1b (Specific Objective 2 “Improve the linkages between research/academia and the industry in RIS3 priority sectors”) and then become mainstream through TO 3d (Specific Objective 6 “Improve the outward-looking character of SMEs”) projects above. The project’s development could benefit in an indirect manner from relevant activities in support of tourism promotion through TO 2c (Specific Objective 3 “Promote the supply of public-sector digital content in the fields of regional administration, culture and tourism”); however, only public organisations are eligible for funding under TO 2c.</td>
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<td>Knowledge and actors required</td>
<td>It is natural that for the specific partnership to be effective, actors of every link of the value chain need to contribute along with cultural heritage, food industry based on local tastes, natural resources, local identity translated into interactive tools and techniques for attracting tourists.: grape farmers, wine makers, local and regional authorities, point of sales, tourism and culture bodies, food and hospitality firms, research institutes, education and training, legal support entities, marketing support, management and logistics. The involvement of tourist organisations was acknowledged as</td>
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critical for the success of the partnership.

As part of the CHORD (Cultural Heritage: Exploiting Opportunities for Rural Development) project, a Cultural Heritage Poles Study (2008) was conducted which aimed to investigate and highlight the cultural resources, which are available to the Region of East Macedonia and Thrace, and promote them as pillars of cultural and touristic development. In this report a set of potential synergies were identified, one of which relates to wine and food.

The wine production on the region is significant and the quality of the products is high level, as the prizes on wine contests have shown. Unfortunately, those enterprises are small or family-based and they can’t promote their products in a wider level. At that time it was proposed to create a unique quality protocol and a trade mark of the products, to support small or family based enterprise in their wine promotion. In parallel it was proposed that those products would be connected to the festivals and folklore celebration of the region, in order to be established to the regional conscience and consequently to visitors. Stakeholders involved: Unions of wine producers of the region – Region of East Macedonia and Thrace – cultural clubs and NGOs of the region

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<th>How can ICT, as a key enabling technology, enhance this idea</th>
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<td>ICT can contribute towards:</td>
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<td>- product traceability and linkage with local history and culture to support branding</td>
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<td>- supply chain integration</td>
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<td>- B2B, B2C and marketing</td>
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<td>- developing wine clusters, building on similar examples in various countries which have been successful in raising the overall sector potential, especially counting on ICT contribution. End to end contribution (from the vineyard to the customer) can be more effective through clustering (see related idea on wine clusters developed in the same EDP focus group).</td>
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Examples of relevant European ICT projects:

- [Digital Agenda for New Tourism Approach in European Rural and Mountain Areas (Interregional Cooperation Programme INTERREG IVC (financed by ERDF))](#)

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<td>Participants to PDL2 highlighted that no expertise from outside the region was needed to implement this project.</td>
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<td>However, as noted also in other cases, expanding the remit of the idea - that is keeping its local elements, but framing them as part of a bigger project and envisaging the participation of international actors- can increase funding opportunities and the long-term impact of the project.</td>
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<td>Learning from and building upon other similar experiences is critical and the projects and consortia identified below, provide examples that may serve as inspiration:</td>
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<td>- RECEVIN – The European Network of wine cities (the network also announces funding opportunities on their site and a possibility to look for partners to jointly develop proposals)</td>
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<td><strong>URBACT Network of gastronomic cities</strong></td>
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<td><strong>VINEST (CIP co-financed), the network of small European wine areas (Since 1998), and the Secret Wine Tours (under DG Enterprise - Support to transnational thematic tourism)</strong></td>
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More generally, the European Commission **Agriculture and Innovation Partnership** can also offer networking opportunities in relation to rural development and this idea.

**The Enterprise Europe Network** (Tourism and Cultural Heritage Sector Group) can also support in looking for necessary partners abroad, through matchmaking.

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**Which specific parts of the idea could be funded under H2020?**

The research component that would be eligible for funding under Horizon 2020 would be the creation of an application providing personalised information about local wine products, touristic attractions, restaurants, etc.

This would, however, require a high-level of innovation and internationalisation in order to be eligible.

Potentially the following streams of funding could be explored:

- **SME instrument**, which supports close-to-market activities, with the aim to give a strong boost to breakthrough innovation. As this idea has the potential to change the way firms interact and plan, another relevant call is **SMEInst-12-2016-2017**: New business models for inclusive, innovative and reflective societies would be more appropriate. This call aims to highlight that with new business models, less innovation-oriented sectors can change. The key to this is that the idea to be proposed should have an EU dimension.

- **Fast Track Innovation**, which also promotes close-to-market activities

- The "Industrial Leadership" sub-section programme LEIT ("Leadership in Enabling and Industrial Technologies"), could also be relevant through its "Innovation Actions" – which support the development of innovative Information and Communications Technologies (ICT) products, tools, applications & services for the cultural and creative sectors. A relevant forthcoming call is: **ICT-21-2016: Support technology transfer to the creative industries** and "**Coordination and Support Actions**", which focus on non-research activities such as disseminating results and promoting the use of ICT-driven innovation thanks to a sustainable network of 'multipliers'.

- Funding under the societal challenge “**Europe in a changing world - Inclusive, innovative and reflective societies**” may also prove useful, as it also covers issues related to the transmission of European cultural heritage, uses of the past, 3D modelling for accessing EU cultural assets. A relevant forthcoming call is: **CULT-COOP-06-2017: Participatory approaches and social innovation in culture**

- For institutional players that implement innovation policies, the following could be useful: **INNOSUP-05-2016-17: Peer learning of innovation agencies**
The Guide on EU funding for the tourism sector (2014-2020) of DG Grow covers the most important EU funding programmes (2014-2020) for the tourism sector, i.e. private and public entities promoting tourism destinations or developing tourism services: [http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7843](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7843).

Examples of relevant projects under FP7 include:

- **Ernst ERANET – European Research Network on Sustainable Tourism – FP7**

### Which other EU sources of funding could be relevant? For which elements of the project?

**COSME** is the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises is particularly relevant for this idea, thanks to the Tourism Action Plan. This can be helpful in the development and/or promotion of sustainable transnational thematic tourism products; the development and/or promotion of niche products exploiting synergies between tourism and creative industries at European level (e.g. European Route around high-end products); transnational public and private partnerships developing tourism products targeting specific age groups; capacity building schemes whereby managers, destination managers, entrepreneurs. As well as these specific tourism aspects COSME can support SMEs in their access to finance.

The **Creative Europe** programme should also be explored, as it supports several cultural activities under the *culture sub-programme to the extent that cultural-tourism activities would be framed as part of European networks of cultural and creative organisations* ([http://ec.europa.eu/programmes/creative-europe/](http://ec.europa.eu/programmes/creative-europe/)).

The **ERASMUS+** programme should be explored in its ability to provide funding for skills creation, indeed the programme has been used in the past to fund training programmes in the tourism sector (see for instance the **HECTOR Programme -** HEritage and Cultural Tourism Open Resources for innovative training schemes).

### Which other national sources of funding could be relevant? For which element of the project?

The project activities in **rural areas** are eligible for funding under the CLLD approach through OP Rural Development (Measure 19 “Community-Led Local Development”, Submeasure 19.2 “Support to CLLD projects’ implementation”).

Nation-wide partnerships with essentially the same objectives are also eligible for funding through OP Competitiveness, Entrepreneurship & Innovation under TO 3d (Specific Objective 1.5 “Increase the exports of Greek enterprises in the 9 national priority areas”).

Through TO 6c (Specific Objective 3.5 “Develop and promote economic activities based on the natural and cultural capital with focus on tourism”, project category 3), the OP Competitiveness, Entrepreneurship & Innovation supports the application of innovative methodologies for sustainable development in areas with strong natural beauty and/or cultural inheritance. The project activities are complementary to these.
### Which other transnational sources of funding could be relevant? For which element of the project?

The European Social Fund could also be relevant for training purposes, for instance in developing skills for training rural people in tourism activities (see e.g. the project “Cooking with Local Produce” funded in France by ESF).

The **Adrion Interreg (Adriatic Ionian) programme** should be explored as its **Priority Axis 2 Sustainable Region** tackles the following:
- Conserving, protecting, promoting and developing natural and cultural heritage;
- Promote the sustainable valorisation and preservation of natural and cultural assets as growth assets in the Adriatic-Ionian area;

The **“Greece-Bulgaria 2014-2020” Territorial Cooperation** programme places strong emphasis on touristic activities and preservation of cultural and natural areas, in particular in thematic objectives 3 and 6
- Enhancing the competitiveness of small and medium sized enterprises, the agricultural sector (for the EAFRD) and the fisheries and aquaculture sector (for the EMFF)
- Preserving and protecting the environment and promoting resource efficiency

The **INTERREG-MED** is also a potential source of funds worth exploring, as its third priority axis refers to protecting and promoting Mediterranean natural and cultural resources.

The **Black Sea Basin Cross-Border Cooperation Programme**, under measure 1.2 supports the Creation of tourism networks in order to promote joint tourism development initiatives and traditional products.

Relevant transnational projects:
- **Digital Agenda for New Tourism Approach in European Rural and Mountain Areas**

### Which other regional sources of funding could be relevant? For which element of the project?

**Not applicable**

### Key barriers for the development of the idea

During the PDL2 the sub-group members noted that the activation and mobilisation of possible companies and organisations to take part might be an obstacle, as would be combination of local gastronomy and wines.

Overcoming the lack of cultural tradition to collaborate among actors in the region is hence a priority for the realisation of this idea.

### Steps forward

From a strict regional perspective and with a focus on ERDF it is suggested that the ROP MA should promote the submission of 2-3 collaborative project proposals in the first call for ROP’s specific objective 6, monitor and evaluate their development and mainstream the project approach at a later call.

In general, the proposal needs to be enriched with distinguishing elements that are of strictly regional interest and others that can have further international scope. It is critical to understand that the
Entrepreneurial Discovery Process should not be seen as an exclusive precondition to access ERDF funds and further funding sources should be explored. Proper planning covering training, finance and business implementation should be undertaken.

Finally and at an even broader level, it appears that the region and its stakeholders are willing to invest and develop the tourism sector. A comprehensive strategy should be developed, linking together different related ideas from all EDP focus groups.