



CLLD Cooperation OFFER

Title of the proposed project

The Way of Wine

Type of project

- Cross-border cooperation
- With other MSs (no shared border)

Brief summary of the project idea

General objective: Sustainable economic development of the region by identifying and promoting opportunities in the field of viticulture and related services, traditional activities, crafts, and tourism.

Specific objective 1: Identify and promote opportunities in the field of viticulture and related services, traditional activities, tourism and crafts through concrete measures and means.

Specific objective 2: Plan a pilot project in the field of viticulture and tourism to become an example of good practice for local development and a local brand.

Results of the project: The Wine Producers Forum in the cross-border region. As a result of the Forums, a network was established between wine producers.

- Integration of wines into hotels, restaurants and specialized stores in both regions.
- Enhanced and expanded Wine Museum. Visiting tourists in the cross-border region can learn about the history of wine production in these regions, as well as getting information on the current production.
- Creation of a joint cross-border wine tourism path to promote wine cellars from both target regions, which will allow tourists to visit and try and buy local wines.
- Promotion of the wine path by printing an advertising brochure, marking the wineries as a promotional package, preparing wine glass wine tasting sets, creating a website for the wine path, organizing the participation of local wine producers in the wine fair wine, organized promotional tour of the wine route for tour operators and travel agencies.

Looking for partner located in the following types of areas

<input type="checkbox"/> National / Regional borders <input checked="" type="checkbox"/> Inland <input type="checkbox"/> Island <input checked="" type="checkbox"/> Lakes and rivers <input checked="" type="checkbox"/> Coastal <input checked="" type="checkbox"/> Mountainous	<input checked="" type="checkbox"/> Rural <input type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Small town <input type="checkbox"/> Historic centre <input type="checkbox"/> Densely populated residential area <input type="checkbox"/> Segregated/deprived neighbourhood	<input type="checkbox"/> Isolated / remote <input checked="" type="checkbox"/> Sea basin <input type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic
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Topic of the project

<input checked="" type="checkbox"/> Tourism / / Territorial branding <input type="checkbox"/> Culture and Cultural heritage <input checked="" type="checkbox"/> Local products <input type="checkbox"/> Local energy production / renewable energies <input checked="" type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Basic services <input type="checkbox"/> Territory development <input checked="" type="checkbox"/> Economic diversification <input type="checkbox"/> Autres:
Additional keywords: (up to 3) traditional activities, tourism, crafts

Objective

Initial position / background / local context of the proposed project

General objective: Sustainable economic development of the region by identifying and promoting opportunities in the field of viticulture and related services, traditional activities, crafts, and tourism.

Proposed objectives / target group and activities

- Integration of wines into hotels, restaurants and specialized stores in both regions.
- Enhanced and expanded Wine Museum. Visiting tourists in the cross-border region can learn about the history of wine production in these regions, as well as getting information on the current production.
- Creation of a joint cross-border wine tourism path to promote wine cellars from both target regions, which will allow tourists to visit and try and buy local wines.

- Promotion of the wine path by printing an advertising brochure, marking the wineries as a promotional package, preparing wine glass wine tasting sets, creating a website for the wine path, organizing the participation of local wine producers in the wine fair wine, organized promotional tour of the wine route for tour operators and travel agencies.

Country and /or kind of partner you are looking for

Countries with traditions in viticulture and wine production

Languages spoken by your LAG staff

English and Russian

Offering LAG

Contact details

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This Cooperation Offer is valid until

12 months

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