

Uncorking WINE & CIDER typicality

Cultural heritage sustains rural development

Wednesday, 27 October 2021
13:00 – 15:00

The webinar will address various topics related to the integration and reactivation of cultural heritage in the rural development of the selected areas of Norway, Slovenia, Croatia, and North Macedonia, such as:

- How to increase authenticity and ensure sustainability with **landscape architecture**?
- How can **tradition and culture** strengthen authentic wine and cider experience?
- How to involve wine and cider producers in **local rural development**?

The event is created for wine and cider researchers, experts, students, producers, tourism providers, and local authorities.

The registration is open until 26 October via the link [REGISTRATION](#).

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The project **Uncorking rural heritage: indigenous production of fermented beverages for local cultural and environmental sustainability** is funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Regional Cooperation. The aim of the project is to foster the development of rural areas by improving common research capacity and knowledge dissemination applied to the “terroir” approach for wine and cider production in selected areas of Slovenia, Croatia, North Macedonia and Norway.

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PROGRAMME

- 13.00 - 13.10** **Introduction to the seminar**
 Lorena Butinar, Project Leader (University of Nova Gorica)
- 13.10 – 13.50** **Re-activating traditions: appropriate conservation of the intrinsic qualities of heritage**
 Marco Acri and Saša Dobričić (University of Nova Gorica, Graduate School)

In this introductory lecture, we will try to display the importance of a thorough and proper conservation effort on landscapes, traditional built heritage, traditional objects, referring to their connections as well as to their role in providing the authenticity, the integrity and the sustainability that new users are increasingly demanding for. Examples will be provided, making explicit reference to the role played in this process by the green and the circular economy.

- 13.50 – 15.30** **Best practises of rural heritage integration to wine and cider tourism**

[Hardanger](#) (Norway)

Mrs. Trude Rinaldo (Hardanger Council) or Mr. Kjetil Widding (Hardanger Cider Center, Hardanger Cider Association)

Sidersafari

[Vipava Valley](#) (Slovenia):

Jana Lazar, Municipality of Ajdovščina and Tanja Krapež, Regional Development Agency ROD Ajdovščina

Wine tourism in Vipava Valley

Open wine cellars from St. Martins' Day to Christmas

[Slavonia-Požega](#) (Croatia):

Mrs. Maja Janković and Mr. Dalibor Vranić (Grad Požega, LO-RA, Slavonia)

Renovation of museum in Požega with visiting center, where viticulture and winemaking will be presented.

[Tikveš wine region](#) (North Macedonia)

Mrs. Maja Trajkova (Tikveš Wine cellar)

.... Presenting ...

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After the registration you will receive the link to participate to the online seminar.

The event will be held in English.

Contact points:

Vipava Valley (Slovenia) -

Slavonia (Croatia) -

Tikveš (North Macedonia) -

Hardanger (Norway) -