

Uncorking WINE & CIDER typicality

**REGIONAL
FUNDS
WEEK**

Iceland Liechtenstein Norway
Norway grants grants
6-10 DECEMBER 2021

**Tuesday, 7 December 2021
10:00 – 11:30**

The project **Uncorking rural heritage: indigenous production of fermented beverages for local cultural and environmental sustainability** addresses rural exodus problems, brain drain, and under-developed local economy faced by rural regions in Central and Eastern Europe. Norway is one of the most developed country in Europe, however its rural areas face a similar brain drain problem as the counties of its partners. On the other hand, in Western Europe, high-quality agricultural products (like wine) with strong regional identity has contributed to sustainable rural development, preserving traditions and preventing emigration or firm relocation. This regionality has been based on typicality and terroir concept. This project aims to address those issues by **establishing a new cluster of human capital** through transnational cooperation and **capacity building** with a network of research institutions, academia, business, and local authorities operating in selected rural areas for **the valorisation of local wines and cider** based on typicality and terroir characterization. Thus, the project **Uncorking WINE & CIDER typicality** represents an excellent opportunity for academics, researchers, professional experts, youth, producers, farmers, and policymakers for local and transnational collaboration in the following years.

During **REGIONAL FUNDS WEEK 2021** you are kindly invited to our session, where we will give you an insight into how science can help develop the typicality concept and regionality, taking wine as an example, and how this could be adopted for wine and cider production in some areas of Slovenia, Croatia, North Macedonia and Norway.

The online Regional Funds Week 2021 is organised by the EEA and Norway Grants Fund for Regional Cooperation.

PROGRAMME of the webinars with short presentations of preliminary **PROJECT SCIENTIFIC RESULTS**:

- **Wine and cider typicality: a powerful concept for rural development based on sciences**

Prof. Guillaume Antalick, PhD, Wine Research Centre & Faculty for viticulture and enology, University of Nova Gorica, Slovenia

- **Terroir study in Tikveš vineyards**

Zorica Lelova, Project leader, Tikveš Winery, North Macedonia

Prof. Klemen Lisjak, PhD, Agricultural Institute of Slovenia, Slovenia

- **The role of Hardanger cider R & D center in the valorization of Hardanger ciders**

Mats Carlehög, Project leader, Sensory analyst, Nofima, Norway

Ingunn Øvsthus, PhD, Project leader, NIBIO Ullensvang, Norway

The **PROJECT ANNUAL PRESS CONFERENCE** will review the activities implemented so far.

REGISTRATION is open from 3 December 2021 via the link <http://www.eeagrants.evento-digitale.it/>.

During the Regional Funds Week the project Uncorking WINE & CIDER typicality will also be presented at the **VIRTUAL STAND**.

FOLLOW US:    winecider.typicality

winecider.net



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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