



Ayuntamiento de  
Medina del Campo



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## IN VINO EXPERTISE

ERASMUS+ PROGRAMME – KA2 ADULT EDUCATION

### IN VINO EVENTS: LET'S SPREAD IT!!

It's summer, it's quite hot and we know that most of us are constantly thinking of some deserved holidays, but our In Vino Expertise project is currently in its final (and most intense) part.

After the pilot test and the training week in Gaillac (France), we are defining the In Vino Expertise's final version course and the on-line platform. So finally it's now the best moment to let people and companies know about it: the more people talk about it the better!

In the next months, each partner will promote the project through multiplier events in their own countries. The goal of this kind of event will be the spread of our project among the target group as well as among the companies and professionals of the sector.

Some of us already realised a first moment of dissemination to spread knowledge about it. Italian partner Forcoop Cora did the first multiplier event in mid-june in the amazing setting of Villa Barbaro, Maser (province of Treviso). The project was presented to a group of press' members, female winemakers and representatives of trade unions. During the multiplier event the project was presented, showing the different steps it was composed of, its main goals and the on-line platform. Related to our project the group of female winemakers talked about their ideas for wine tourism, experiences for their companies and their territories that were designed thanks to another project that promoted the Goal 5 of Agenda 2030. This event was a great opportunity to make our proposal meet with the world of wine tourism and the idea was welcomed with enthusiasm.

And what about the other partners? Most of them decided to set the multiplier events after August. For example, Asociación Deses-3 from Spain will have an event in September where a recently trained wine tourism expert will practically show the skills, knowledge and attitudes acquired in the field to adults of an education centre. As for Iter Vitis France, the partner will have several meetings with both unemployed adults and wine tourism companies, in order to encourage exchange between them.

Our main commitment in the next months will be to promote as much as possible the project's results and to create interest around it, trying to define and to develop it in the future.

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