



Les chemins de la vigne en Europe

Iter Vitis Awards



Iter Vitis Awards

Supporting wine tourism, rewarding initiatives and innovation

Wine tourism is a concept that goes beyond the simple consumption of a glass of wine: it is a sensorial and experiential union.

In the vineyards you can learn how nature and human work create identity landscapes, discover the world of wine by talking to a winemaker, taste the product of ancient vine varieties, but also admire an archaeological site where wine was already produced a thousand years ago, visit a museum, a library dedicated to wine and vine, attend concerts, listen to poems, admire works of art ..

In order to reward local initiatives in each European country member of the Iter Vitis network, the European federation "Iter Vitis, Les Chemins de la vigne en Europe", launches an prize which aims to reveal the local action of valorization of the soil and to highlight the wine heritage.

Iter Vitis Awards will reward the initiatives of any public or private organization that has realized or supported a project promoting the terroir. It will reward actions responding to an environmentally friendly approach, beneficial for the local economy and positive for society.

Three axes will be favored:

- Environment (preservation, heritage recognition ...)

- Education (mediation, transmission of knowledge, responsible consumption.)

- Accessibility (promote wine tourism for all)





This appointment will be a source of inspiration and stimulation

A national collective opportunity for all the vineyards, a European visibility.

The winners of both categories of the national prize will automatically selected to participate in the final at the European level.

All selected candidates will benefit from an editorial and promotional coverage (press, specialized media, social networks ..)

This is the opportunity to

- mobilize the actors of wine tourism and value their action; promote and show the general public attractive activities
- highlight achievements and exemplary solutions for economic development and business competitiveness
- show that the action brings together all the local actors and revolves around strong values, whatever the size of the companies
- promote the sustainable development thinking of companies and their practices in social responsibility

Who can be candidate ?

A public structure (community, consular chamber, TO,...) having worked hardly during the past year to defend and promote the cultural heritage linked to viticulture.

A private or associative structure (trade unions,, wine cooperative, scoop...) having developed an innovative wine, tourism or cultural action in connection with the vineyard and its valorization .

The call for applications for the Iter Vitis Awards, launched on 31 May in Luxembourg is open until **August 31, 2018**

The national selection will be announced on **October 15, 2018**

The presentation of the winners at the European level will be unveiled **at the end of November 2018.**

Rules & Application files to download on the website

www.itervitis.eu & www.itervitis.fr



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Fédération Européenne - Emanuela Panke - emanuelapanke@gmail.com --- **Iter Vitis France** - Viviane Coursieres - itervitisfrance.awards@gmail.com