

CLLD Cooperation OFFER

Title of the proposed project *(English)*

MALVASIA MYTH

Type of project *(select as many as you want)*

Cooperation within the MS	Transnational cooperation	Sea basin cooperation
<input type="checkbox"/> Across regions <input type="checkbox"/> Within the same region	<input checked="" type="checkbox"/> Cross-border cooperation <input checked="" type="checkbox"/> With other MSs (no shared border) <input type="checkbox"/> Non EU countries	<input checked="" type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic

Brief summary of the project idea *(max 800 characters)*

Malvasia wine is probably the most important wine in history! This dark, sweet white wine from raisined - sun dried grapes was originally produced in Greece (Peloponnese, Cycladic islands and Crete) and eventually it was being transported by ships to Venice-Italy and from there to the "salons" of Europe, becoming the most famous wine in Europe in the years of the trade republic of Venice.

Many areas in Italy, Croatia, Slovenia, Spain and Portugal produce their own type of Malvasia, as an evolution of the original Malvasia of the middle ages.

We aim to revive the myth of Malvasia wine by identifying the production areas and design actions to support and promote the history and the value of the wines and, finally, combine with the special characteristics and attractions of the areas to create new touristic value, new products and enhance productivity of Malvasia wines.

Looking for partner located in the following types of areas *(select as many items as you want)*

<input type="checkbox"/> National / Regional borders <input type="checkbox"/> Inland <input type="checkbox"/> Island <input checked="" type="checkbox"/> Lakes and rivers <input type="checkbox"/> Coastal <input type="checkbox"/> Mountainous	<input checked="" type="checkbox"/> Rural <input type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Small town <input checked="" 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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Looking for partner located in areas with the following assets *(select as many items as you want)*

<input checked="" type="checkbox"/> High Nature Value <input type="checkbox"/> Cropland <input type="checkbox"/> Pasture	<input type="checkbox"/> Forest <input type="checkbox"/> Non-productive land <input type="checkbox"/> Industry	<input checked="" type="checkbox"/> Presence of relevant cultural sites <input type="checkbox"/> Mineral extraction <input type="checkbox"/> Protected areas
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Topic of the project *(select up to 10 items)*

<input checked="" type="checkbox"/> Innovation <input type="checkbox"/> Research & Development <input type="checkbox"/> New technologies <input type="checkbox"/> Knowledge transfer / education / training activities <input type="checkbox"/> Broadband / Internet / ICT <input checked="" type="checkbox"/> Culture and Cultural heritage	<input type="checkbox"/> Built environment <input type="checkbox"/> Village, harbour renewal <input type="checkbox"/> Public / community spaces / green areas <input type="checkbox"/> Energy efficiency, retro fitting buildings <input type="checkbox"/> Reconversion brownfield areas <input type="checkbox"/> Rural infrastructures <input type="checkbox"/> Social inclusion / Public services <input type="checkbox"/> Integrated service delivery <input type="checkbox"/> Social services <input type="checkbox"/> Transport & Mobility <input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Housing <input type="checkbox"/> Anti discrimination <input type="checkbox"/> Social enterprises <input type="checkbox"/> Employment / job creation <input checked="" type="checkbox"/> Access to labour market <input type="checkbox"/> Work-private life reconciliation <input type="checkbox"/> Self-employment <input type="checkbox"/> Upskilling Target groups: <input checked="" type="checkbox"/> Youth <input type="checkbox"/> Women <input type="checkbox"/> Long term unemployed <input type="checkbox"/> Homeless <input type="checkbox"/> Elderly
<input type="checkbox"/> Agriculture & Farming <input type="checkbox"/> Small farms <input type="checkbox"/> Semi-subsistence farming <input type="checkbox"/> Organic farming <input type="checkbox"/> Livestock <input type="checkbox"/> Animal welfare <input type="checkbox"/> Young farmers <input type="checkbox"/> Urban farming <input type="checkbox"/> Fisheries and aquaculture <input type="checkbox"/> Fisheries <input type="checkbox"/> Aquaculture <input type="checkbox"/> Forestry <input checked="" type="checkbox"/> Food & Drink <input checked="" type="checkbox"/> Marketing <input type="checkbox"/> Supply chains / Producer organisations & Cooperatives <input type="checkbox"/> Non-food products / Crafts <input type="checkbox"/> Business development <input type="checkbox"/> Economic diversification <input type="checkbox"/> Tourism / Territorial branding	

<input checked="" type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Climate change mitigation / adaptation <input type="checkbox"/> Local energy production / renewable energies <input type="checkbox"/> Circular economy / bio, green economy	<input type="checkbox"/> Migrants <input type="checkbox"/> Fishermen <input type="checkbox"/> Marginalised communities e.g. Roma <input type="checkbox"/> People with disabilities <input type="checkbox"/> Ex offenders <input type="checkbox"/> Others
<input type="checkbox"/> Governance <input type="checkbox"/> Community development <input type="checkbox"/> Rural Urban linkages	
Additional keywords (up to 3): 	

OBJECTIVE

Initial position / background / local context of the proposed project *(max 800 characters)*

The starting situation or local context in which the projects is going to operate

The Development Company of Parnon S.A. through the new Programming Period CLLD/LEADER 2014-2020 aims to transnational cooperation with countries implementing LEADER local programs. The aim of this cooperation is the emergence and spread of wine culture, as well as the interconnection of the tourist identity of the regions with their traditional products that have quality, reputation and are directly linked to the region for the development of gastronomic tourism.

Proposed objectives / target group and activities *(max 800 characters)*

- **Research and documentation:** Research and development of bibliographic, historical, research data. Scientific substantiation of the value and the brand name Malvasia in historical time, from the start of its production until the expansion and consolidation in Europe and the new productive areas in the Mediterranean.
- **Creation of transnational brand Malvasia:** Concept, story and development of the brand. Creation of individual elements (graphics, videos, texts, etc.) The way of brand acceptance and inclusion in products and campaigns of relevant enterprises.
- **Electronic promotion:** Design of Multilanguage Website by presenting elements of history and wine production, wine and other complementary businesses, wine and related products, tourist information production areas etc. Design and implementation of web promotion campaign, pages on social media. Designing mobile applications mobile apps or mobile sites.
- **Education:** Design of educational seminars for entrepreneurs in production areas, to develop related Malvasia products and services.
- **Exchange of visits:** Plan visits of producers and other interested in producing areas in the Mediterranean. Combination with related activities, such as conferences, festivals and events on Malvasia, and exchange of experiences for learner's entrepreneurs etc.
- **Events:** Design and implementation of new events or strengthen and upgrade existing networking events and wine festivals and historical interest on Malvasia in the regions involved. Creation and support of wine tourism activities. Design and creation of tourist packages

Country and /or kind of partner you are looking for (ALL EU in case the interest is on any EU country)

All EU

Languages spoken by your LAG staff

Greek, English

OFFERING LAG

Contact details

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Region	Peloponnese
LAG name	Regional Development Company of Parnonas
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This Cooperation Offer is valid until

This is a mandatory field! Please provide a date after which the cooperation offer will not be valid anymore.

16 April 2017

Date: 23/09/2016