

# INVITATION

## Kick-Off Meeting of the project »Uncorking rural heritage: indigenous production of fermented beverages for local cultural and environmental sustainability«

October, 20<sup>th</sup> 2020, ONLINE

**9.30 – 10.00: The project's presentation:** aims and activities (Lorena Butinar, University of Nova Gorica)

**10.00 – 10.45: Introductory lecture on wine typicality,** given by Guillaume Antalick (UNG)

### Abstract

The concept of typicality has been used world-wide for decades to add value to agricultural products and improve the international reputation and touristic attractiveness of many rural areas. It is closely related to the French concept of "terroir", extensively used nowadays by the wine and gastronomic sector. In Western Europe the development of high-quality agricultural products with a strong regional identity (regionality), based on the typicality concept, has contributed to sustainable rural development. The production of such high-quality agricultural products is also generally supported by important research activities aiming to improve product quality and promotion. On the other hand, European regions such as Balkan and Scandinavia, particularly when it comes to wine and cider, still haven't adopted this concept for their development due to historical and political reasons. This seminar will aim to give an overview of how sciences can help to develop the concept of typicality and regionality taking wine as example.

The lecture will be held in English.

**11.00 – 12.30: PP's presentations and their role in the project (10 minutes/ partner)**

University of Nova Gorica  
Municipality of Ajdovščina  
Polytechnic in Požega  
Public Institution Local Development Agency Požega  
Tikves Winery Export-Import AD Kavadarci  
Norwegian Institute of Bioeconomy Research (NIBIO)  
Nofima AS  
Hardanger Council  
Hardanger Cider Association

The kick-off meeting will be held in English on UNG MiTeam platform. Attendance is possible by [registration](https://forms.gle/1ZdCqSgf2HwxshUX8) (<https://forms.gle/1ZdCqSgf2HwxshUX8>) only. The deadline for registration is **Monday, 19<sup>th</sup> of October 2020**. After the registration you shall receive invitation to the MiTeam platform where the meeting will be held online with the instructions how to register in the platform. If you have any problems with the registration please contact Lorena Butinar (lorena.butinar@ung.si).

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.