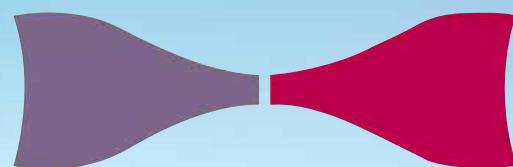




GRUNDTVIG
Learning
Partnership
2011-2013



RESPONSIBLE
DRINKING
THROUGH CULTURE OF WINE AND TERRITORY

The Culture of Wine and Territory

July 2013



Education
and
Training



Education and Culture DG

Lifelong Learning Programme

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Preamble

The European Union is the leading producer and exporter of wine at worldwide level. This is why wine is one of the greater symbols of the life style, as well as a real metaphor that faithfully represents the wine and food culture of many countries of Europe. Despite the daily consumption of wine is a normal practice, the excessive and non-correct approach about the alcohol are strictly linked to some negative aspects that inevitably are echoes at social level (alcoholism, dependence, social problems). The education to a responsible and moderate consumption, that starts from the knowledge of the product and territory generating it, is for sure one of the ways to disseminate the culture of the "good wine" contemporarily developing the awareness of the territory from which it comes from.

Six European partners from five different countries are involved in the project as following:

- **Cooperativa Cramars, Tolmezzo, Italy**
- **Ada-und-Theodor-Lessing-Volkschule, Hannover, Germany**
- **E-Learning Concepts Rietsch KG, Prottles, Austria**
- **Centros De promocion Integral, Granada, Spain**
- **Vedoma, Cersak, Slovenia**
- **FH JOANNEUM GmbH, Graz, Austria**

The concrete objective of the project is the promotion of the responsible drinking culture, starting from the exchange of knowledge and competences among the different countries and territories involved. To do it partners actively interacted organizing workshops which main subject were not only the cultural aspects related to the wine (history, tradition), but also the territory as surplus value to better understand the real characteristics (work, quality) that is included into every bottle of wine.

Very important in the organization of the working moments was the involvement of the local oenological producers that illustrated the territorial peculiarities (of the vineyards and the single cru) and highlighted which are the typical procedures used in the processing of the different blends, paying attention to the key features of the unique taste of every single product and territory.

The exchange moments among project partners had the aim to enhance the didactical contents that offered by the training courses from the organizations partner of the project with the finality to "educate" to the consciousness.

Introduction

During the two years' work the six RESDRI partners exchange ideas and contents through transnational meetings – mobilities in which workshops with different contents were organized by the hosting partner as following:

- **Italy** – History, culture and territory, from the producer to the tradition
- **Germany** – Presentation of prevention measures and projects (Municipality of Hannover) – Information about alcoholism of young people in Hannover
- **Spain** – Creation of a winery in Andalucía
- **Austria (Vienna)** – History of Austrian wines behaviour. Passing on and further development of typical Austrian wines (heritage). The healthy aspects of drinking wine above all the positive effects as an incentive of drinking in moderation as well as wine consumption with savour to foster prevention of alcohol misuse as part of the education and continued education in Austria
- **Slovenia** – Wines in Slovenia, the culture, tradition, territory
- **Austria (Graz)** – The Styrian wine region and facts about alcohol consumption in Austria

To better know the territory and the culture of wine in the different countries participants had the occasion to visit different realities in the regions:

- **Italy** – Azienda Agricola Alessio Komjanc – wine producer
- **Germany** – champagne cellars of "Dupres and Kollmeyer", producer and dealer of sparkling wines
- **Spain** – Bodegas SEÑORIO DE NEVADA
- **Austria (Vienna)** – Palais Coburg's wine archive with a total of six cellars holding more than 60 000 bottles and visit of the traditional Heuriger Mayer am Pfarrplatz
- **Slovenia** – The Old Vine House in Maribor and Dveri pax vine center in Jarenina
- **Austria (Graz)** – Wine museum Gamlitz in Southern Styria and Buschenschank vineyards and winery Polz

To better know the situation about courses development in the subject of responsible drinking, at local level and sharing templates and structure partners collected some information about the local/regional or national situation implementing 3 different analyses:

- 1) Mapping and survey of training activities development about wine in each partner country
- 2) Training courses analysis
- 3) Collection of good practices

The next pages present a summary of the results collected by partner and the conclusions reached by the working group.

Description of the Partner's Wine Territories

WINE REGIONS IN AUSTRIA



Source: Austria Wine Regions Map and Travel Information for the Vienna Woods, 2013

Wine from Austria is a 1.000 year old asset and takes on a central theme with the on-going discussions related to the consumption of alcohol. Wine is an agricultural product and plays an important role in the preservation and heritage of the Austrian landscape. Wine goes in Austria hand in hand with a culinary tradition and forms an integral part of society. But, the Austrian wine industry does not wish to trivialize alcohol related discussions and speaks clearly and directly about each and every form of alcohol abuse; it offers an infrastructure and facilities to aid wine education.

An area of 46.000 hectares is under wine. The vineyard area is currently cultivated by 23.000 individual wine producers, of which 6.000 are counted as being bottlers. In a constantly world wine market, it is imperative that the Austrian wine industry takes a really good look at the positioning of its wines to changing trends. Austria presently has 16 specific wine-growing regions. All specific wine growing regions work on strong profiling with origin-typical territories wines. For the first step, focal varieties and region-typical wine styles are defined. When this process has been completed, the region

can apply for the DAC status. This becomes law through ministerial directive. The region is thus permitted to designate its origin-typical wines with the name of the particular region together with addition DAC (Districtus Austriae Controllatus).

Wine growing region of Vienna

The 612 hectares of planted wine play a significant economic role and provide a sustainable amount of greenery around the capital Vienna. The attraction of the traditional Viennese "Heuriger" wine taverns is undiminished and popular with local and tourists alike. The Viennese wine specialty, "Gemischter Satz", is currently experiencing a revival and has been included by the international Slow Food foundation in the "Ark of Taste".

A feature of Viennese vineyards for centuries, the "Gemischter Satz" is now experiencing a genuine renaissance. A "Gemischter Satz" is a wine made from a variety of grapes. In contrast to a cuvee, up to 20 different grape varieties are planted in the same vineyard, and harvested and pressed together. Originally, growers used the varying degrees of ripeness and acidity as a way to ensure consistent quality and guard against the risk of poor harvests.

The Viennese vineyards of Christ, Edlmoser, Wieninger, Zahel, Cobenzl and Mayer have made a big contribution to reinvigorating the old specialty with their Wien Group. The description "Wiener Gemischter Satz" has since become regulated in law and may only be used for wines that have been pressed from at least three grape varieties from a vineyard in Vienna.

Wine growing region of Weinviertel (North-Eastern Part of Lower Austria)

Austrian Wine enthusiasts know the Weinviertel. The vast Weinviertel stretches from the Danube in the South to the Czech border in the North, and from Manhartsberg in the West to the border of Slovakia in the East. The Weinviertel region has a vineyard area of 13.356 hectares. The region can be divided into three sub-regions, based on their geological aspects and climate conditions. The dry micro-climate around the historic wine-trading town Retz has favoured red wine making as well (Zeigelt, Blauer Portugieser). The north-eastern part is famous for Veltiners, fresh Welschriesling and Burgundy wines. The south-eastern part around Mannersdorf offers optimal conditions for Grüner Veltiner, Riesling, Pinot and Traminer.

Despite the wide spectrum of wines, Grüner Veltiner remains the undisputed protagonist in the Weinviertel. The success of Weinviertel is down to the Grüner

Veltiner Weinviertel DAC and Weinviertel DAC Reserve wines. The signature aroma of the Weinviertel Grüner Veltiner is a peppery-spice, the "pfeffrigen" flavours of white, green and riper styles, black pepper over fruit-driven bouquet and refreshing acidity.

Wine growing region of Styria

Styria is located in the South of Austria and is very well-known for the production of wine all over Austria and the nearby located countries. Currently 4.200 hectares are under cultivation as vineyards in Styria. That means that Styria has about 9% of the total vineyards in Austria and produces somewhat more than 7% of the country's wine. Most of the wine produced in Styria is white wine and the most appreciated ones are: Welschriesling, Weißburgunder and Muskateller. About the half of the wine that is drunk in Styria is also produced there, so there is no danger of overproduction. In order to survive in the face of the competition created by the larger wine-growing provinces in Lower Austria and Burgenland, the Styrian vintners have successfully concentrated on producing exceptional wines of unusual quality.

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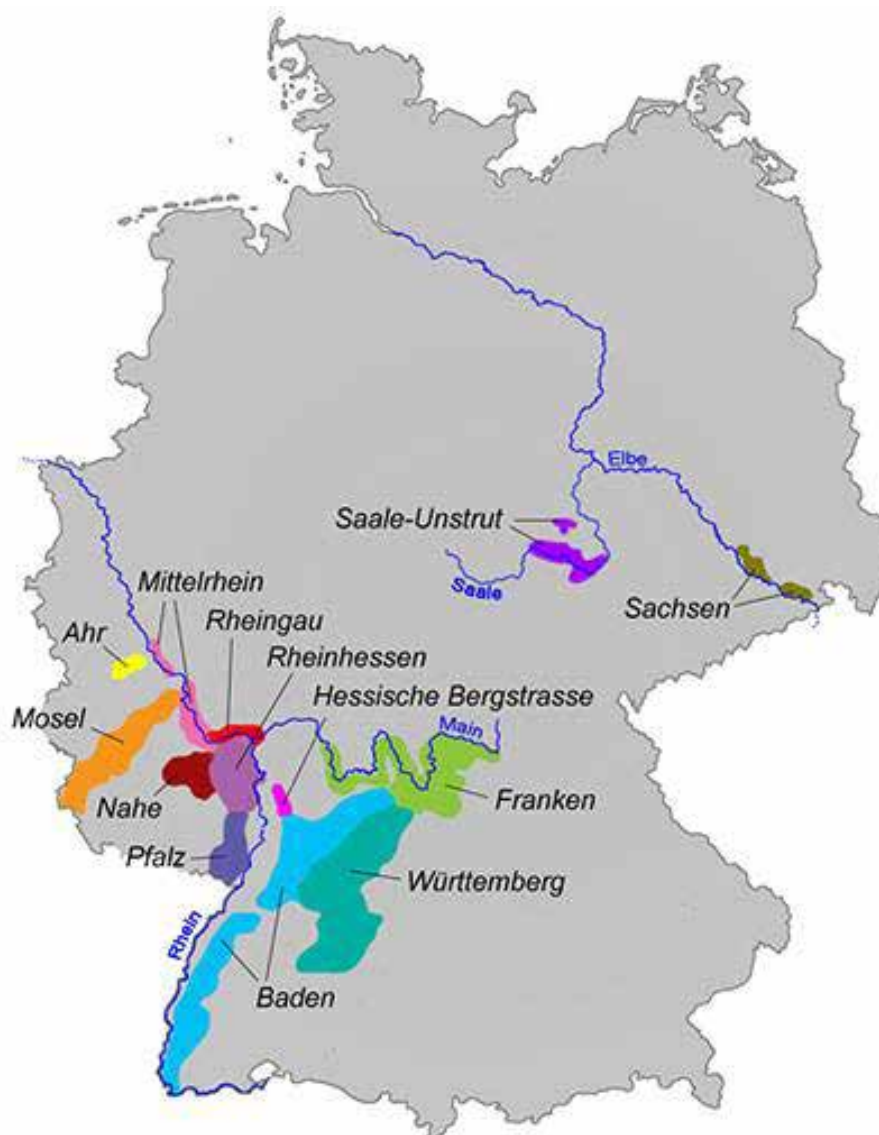


Source: ELC. Prottes in Weinviertel

WINE REGIONS IN GERMANY

German wine is primarily produced in the west of Germany, along the river Rhine and its tributaries, with the oldest plantations going back to the Roman era. Approximately 60 percent of the German wine production is situated in the federal state of Rhineland-Palatinate, where 6 of the 13 regions (Anbaugebiete) for quality wine are situated. Germany has about 102,000 hectares (252,000 acres or 1,020 square kilometers) of vineyard, which is around one tenth of the vineyard surface in Spain, France or Italy. The total wine production is usually around 9 million hectoliters annually, corresponding to 1.2 billion bottles, which places Germany as the eighth largest wine-producing country in the world. [1] White wine

accounts for almost two thirds of the total production. Many of the best vineyards in Germany are steep vineyards overlooking rivers, where mechanization is impossible and a lot of manual labor is needed to produce the wine. Germany's reputation is primarily based on wines made from the Riesling grape variety, which at its best is used for aromatic, fruity and elegant white wines that range from very crisp and dry to well-balanced, sweet and of enormous aromatic concentration. The biggest area of Riesling is the region of Mosel along the river Moselle (Mosel) and its tributaries. At the 380m high "Calmont" the steepest vineyards of Europe are situated: 13 ha with an angle of slope up to 65°.



Source: Deutsche Weine und Weinanbaugebiete, 2013

Many wines in Germany are produced using organic farming or biodynamic methods.

Overall nearly 135 grape varieties may be cultivated in Germany – 100 are released for white wine production and 35 for red wine production. According to the international image, Germany is still regarded to be a region for white wine production. Since the 1980s the demand for German red wine has constantly increased and this has resulted in a doubling of the vineyards assigned for the production of red wine. Nowadays over 35% of the vineyards are cultivated with red grapes. Some of the red grapes are also used to produce Rosé.

Out of all these grape varieties the Riesling, Müller-Thurgau (Rivaner), Silvaner, Grauburgunder (Pinot Gris), Weißburgunder (Pinot Blanc) and Kerner as white ones, the Spätburgunder (Pinot Noir),

Dornfelder, Blauer Portugieser, Trollinger and Lemberger (Blaufränkisch) as red ones have a significant market share.

Germany is the fourth largest wine exporter in Europe, the eighth worldwide. About 1,5 to 2 Million hectoliters of German wine have been exported every year in more than 100 countries. This amount constitutes approximately 20% of the German grape harvest. The most important target countries for German wines are the USA followed by Great Britain, the Netherlands and Russia. According to the trend in other countries the amount of exported wine has been decreasing in the last years but the value has increasing. The increase in value of higher-priced wines compensated for the lower volume in the trade with simply quaffing wines.

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Source: Ratskeller Cochem, 2012

WINE REGIONS IN ITALY

Italy is home to some of the oldest wine-producing regions in the world and Italian wines are renowned worldwide both for their quality and for their broad variety. Italy shares with France the title of largest wine producer in the world, its contribution (about 45 - 50 million hl per year) representing about 1/3 of world

production. Italian wine is exported around the world and is also extremely popular in Italy: Italians rank fifth on the world wine consumption list by volume with 42 liters per capita consumption. Grapes are grown in almost every region of the country and there are more than one million vineyards under cultivation.



Source: Italy Wine Regions, 2012

Wine growing region of Friuli Venezia Giulia

Friuli Venezia Giulia, Italy's most Northeastern region, is a real treasure trove, where the Alps and the Adriatic Sea form the natural borders to a territory with many interesting facets. Over centuries traditions from Italy, Slovenian and German culture have blended into a perfect mix. The region spans a variety of microclimates which proved to be ideal for viticulture. First you start with an excellent combination of climate-vine-land, to which is added then the abundant use of various grape varieties, some of which have more than two thousand years of history. Moreover, the production remains limited in quantities, but more and more quality-oriented, thanks to the use of innovative techniques in the vineyards and in the cellars. The utilized agricultural area planted to vines at the regional level is approximately 18,000 acres, which produce about 1.2 million hectoliters of wine per year, 750,000 of which are DOC. The wine production includes about 9,000 companies, which

make up over a third of business farms. The average area of vineyards is about 2 hectares.

Friuli Venezia Giulia comprises ten DOC areas (Controlled Denomination of Origin), two of which are interregional, and three DOCG (Controlled and guaranteed denomination of origin).

The DOC Collio and Eastern Hills of Friuli occupy the hilly pre-Alpine region. The first includes the hilly area that stretches from the river to the east Judrio up to the state border with Slovenia. The second one, which includes the largest number of native grape varieties allowed in an Italian DOC wine, includes the arc of hills east of the province of Udine and, starting from the north, the municipalities of Tarcento, Nimis, Povoletto, Attimis, Faedis, Torreano, the eastern part of Cividale, San Pietro al Natisone and Prepotto. In the south-west then, includes the territories of Premariacco, Buttrio, Manzano, San Giovanni al Natisone and Corno di Rosazzo.



Source: Vitigni Autoctoni Friulani – Prima Parte, 2005

In the flat area, which is typically placed along the course of rivers, are the DOC "Grave del Friuli" and "Isonzo". The latter provides more than 55% of the regional production of DOC wines, with an average production of 380,000 hectoliters per year.

The DOC Isonzo, which includes all or part of the territory of twenty-one municipalities in the province of Gorizia, is distinguished by a fine wine, the result of the enhancement of the environmental characteristics of this piece of land. The southern part of the region is characterized by the DOC Friuli Aquileia, Friuli Latisana and Lison-Pramaggiore.

The area of production of the DOC Carso is characterized by a special type of territory, particularly harsh and rough with difficult climatic conditions, but nevertheless the good local vintners are able to produce wines with a distinct personality.

The region excels in the production of wines known internationally but much of the fame is due to indigenous ones. There are really few areas that can claim so many varieties. Wines like Ribolla Gialla, Malvasia Istriana, Vitovska, Ramandolo, Picolit, Verduzzo, Refosco dal Peduncolo Rosso, Schioppettino, Pignolo, Terrano and Tazzelenghe are part of the wine heritage of Friuli Venezia Giulia and contributed to the wine history of the territory. Over all others reigns Tocai, which is now called "Friulano". Among the international varieties that occupy a prominent place in the regional viticulture there are Chardonnay, Pinot Blanc, Pinot Gris, Pinot Noir, Sauvignon, Cabernet, Merlot, Gewürztraminer, Riesling and Malvasia Istriana.



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WINE REGIONS IN SLOVENIA

Slovenia has 35.000 wine producers, and produces between 80 and 100 million liters of wine per year. There are more than 50 varieties of wine. For the most wine producers winemaking is an additional activity. The export is equal to import; we import less quality wines (table wines) and export quality and premium quality wines. Wines from Slovenia are exported in EU, USA and even in Japan. Slovenia has 3 main wine regions: Podravje, Posavje in Primorska.



Source: Slovenia Wine – a quick guide to Slovenian Vineyards, 2011

Wine growing region of Podravje



Source: Winegrowing Regions of Slovenia, 2012

The wine region of Podravje has 2 wine-growing districts: wine-growing district of Štajerska Slovenija (8685 ha) and wine-growing district of Prekmurje (965 ha).

The Štajerska has a history known position, which ranks among the top 4 % of vineyard in the world. The soil was developed on soft carbonate rocks, it is brown, and gives substrate that is favorable to the vine. As the largest district in Slovenia brings the possibility to integrate location and variety, and thereby acquire wines in the past for royal families across Europe.

The region of Podravje is the largest in the Eastern part of Slovenia, it has 9650 ha of wine yards. It is especially famous for its white wines (97 %), mostly popular laški rizling, followed by chardonnay and renski rizling, sauvignon, modra frankinja, modri pinot and šipon. Wines in this area are full of flavour with rich aroma, according to sugar content, they belong to all categories – from dry and semi dry to semi sweet and sweet wines. The region is famous for their

sweet wines, which receive awards all over the world. The 70% of wines are premium and high quality; Specialties: late harvest, selection, berry selection, ice wine, dry berry selection, sparkling wines.

The eldest vine in the world that still grows, is called žametna črnina, is located in Lent in Maribor and it is over 400 years old.



Source: Žametovka, 2012

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Wine growing region of Granada

GRANADA: quality wine, sun, altitude and balance. In 2005 there were in the Andalusian province of Granada three mentions of *Vino de la Tierra* (wine from the region) dedicated to winemaking. The winemakers who market their wines under the labels that year decided to form a group to promote a protected designation of origin (DOP) wines from across the province.

In January 2009, the Andalusian government approved the Andalusian mention Granada Quality Wine and appointed Granada Wine Association as managing body of this tag. Currently, the association seeks to wines of this province are recognized

as a designation of origin (DO) basing its request on the weather conditions and terrain unique province, its long winemaking tradition and commitment of the winemakers Granada with the highest quality of their products.

The winemaking tradition of Granada was favoured by the rich culture of the different peoples who have passed through this region. The first data on the cultivation and production of wine in Granada dating from Roman times and is no certainty of the importance of trade and consumption of this product during the Arab domination. A time when, despite the existing ban of the consumption of wine by the Muslim authorities did not reduce the land dedicated to vineyards and continued to trade this product. Wine production in Granada remained stable until the arrival of the phylloxera, the late nineteenth century, which did not have here the dramatic incidence of other Spanish regions, although they began a modernization process in the selection of varieties grape to plant and methods of making and aging.

The mention Granada Quality Wine was recognized by the Government of Andalusia in January 2009, becoming part of the statement Quality Wines Produced in Specified Regions (VCPRD). That same

year, the European Commission unified quality standards and mention Granada Quality Wine joined the DOP figure, from focusing their efforts on that point choose the category of DO and being responsible for its management Granada Wine Association.

DENOMINACIÓN
DE ORIGEN
PROTEGIDA



VINO DE CALIDAD
DE GRANADA

Currently the mentioned Granada Quality Wine consists of 20 wineries and about 100 growers and protection framework covers all of the 168 municipalities in the province of Granada. Among its efforts, Granada Wine Association wants to boost the production of quality wine in a region involved in the cultivation of 5,500

hectares vines are between 30 and 40 million kilograms of grapes per year.

The protected region Granada Quality Wine is characterized by a Mediterranean climate enjoying attenuated by the Atlantic influence that generates Sierra Nevada. This mountain system occupies most of the region and makes the vines are situated at an average altitude of 1,200 meters. All these factors, to which is added the area dry and extreme temperature changes make cycles ripening grapes to linger, resulting in wines with colour, softness and tannic structure.

The abundance of water and sunshine hours in the province of Granada, next to the high altitude in which the vines are planted in the area do occur one very special wine. The efforts of the Association of Granada Wines have focused both on the recovery of native grape varieties, such as adaptation Vijiriega and international varieties such as Sauvignon Blanc or Chardonnay.

For reference Granada Quality Wine allows native grape varieties: Vijiriega, Moscatel and Pedro Ximénez for white grapes and Tempranillo, Garnacha and Moscatel for red grapes. Regarding to

international varieties are permitted in addition to the above, Cabernet Sauvignon, Merlot and Syrah. It is also permitted the next varieties: Moscatel de Grano Menudo or Moorish, Palomino, Baladí Verdejo, Turruntés, Cabernet Franc, Pinot Noir and Petit Romé Verdot

Under the mention Granada Quality Wine produced reds, whites and sparkling wines and naturally sweet wines or late harvest grapes wines, for wine of overripe grapes produced without artificial graduation and alcohol entirely from fermentation, with a natural alcoholic strength exceeding 15% vol. and an actual alcoholic strength of not less than 13% vol.

The former are characterized by their complexity, depth of flavour and balance. The white wines are fresh and with an abundance of flavours, fruit mountain environment in which the vines grow. Finally, sparkling wines are noted for their fine bubbles, acidity and elegance.

All wines benefit from the high temperature contrasts between day and night, which promotes optimum ripening of the grapes, as well as an environment where the dry climate and abundance of water promote good health of the vines, something that has encouraged biodynamic wine production in the province.

Besides working for the mention acknowledgment Granada Quality Wine and Designation of Origin, the managing body is undertaking various initiatives to promote the consumption of wines of Granada within and outside Spanish borders. In this regard include wine especially initiatives being carried out, and the upcoming launch of the portal www.vinosdegranada.tv, a tool to promote the marketing of the wines of this region and where you can find a list of wines and winemakers, their tasting notes and establishments where you can buy and taste the wine.

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Results Analysis 1

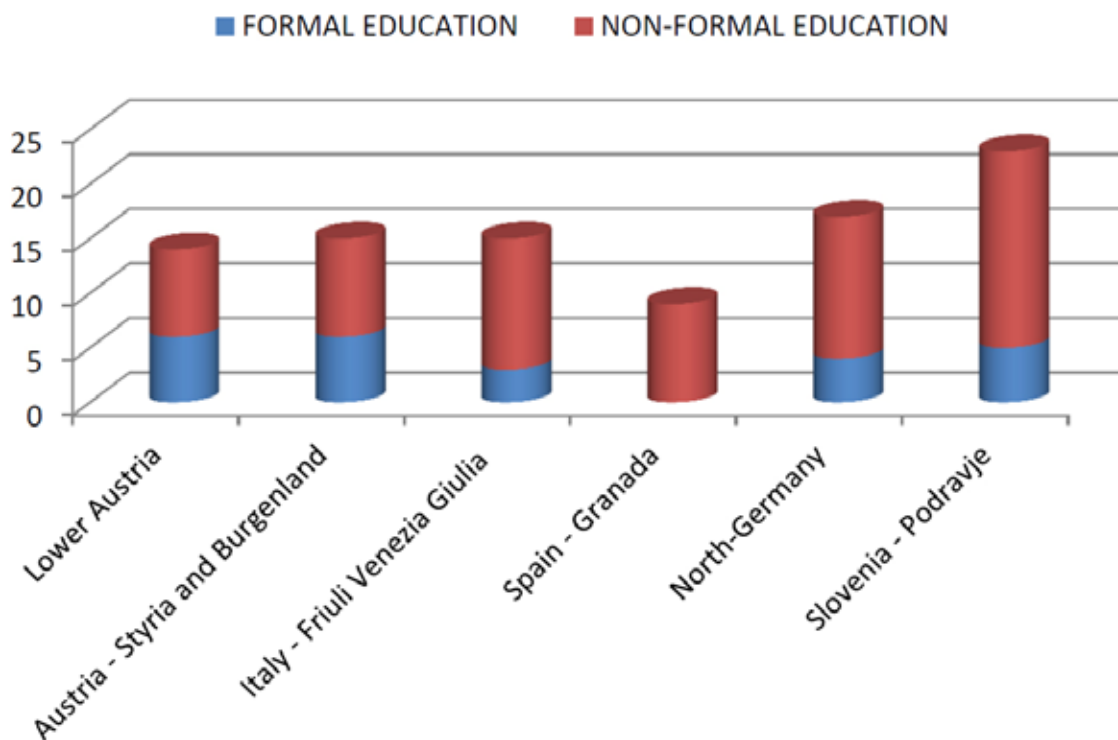
Mapping and Survey of Training Activities Development About Wine in Each Partner Country

Partner organizations from FH JOANNEUM, E-Learning concepts (ELC), Ada-und-Theodor-Lessing-Volkshochschule Hannover, Cramars, Vedoma, Docete Omnes Foundation are coming

from different European regions from Austria – Burgenland, Lower Austria and Styria, North Germany, Friuli Venezia Giulia from Italy, Podravje in Slovenia and Granada in Spain.

The research demonstrates that there are no wine seminars or other educational measures organized by the wine producers available to address young people. It was analysed, that in most of the countries youngsters do not drink primarily wine,

they mostly drink beer and alcoholic drinks. However the partnership has collected total of 24 formal and 69 non-formal training activities targeting wine in a very wide way, as shown below on the Graph 1.



Graph 1: Formal and non-formal training activities targeting wine in partner's regions

For the further analysis the partners decided to analyze the non-formal training activities in the partners regions observed, organized as courses, seminars and workshops. Most of the training activities are dedicated to adults that means participants above 18 years old. Some providers in

the target regions of such seminars and courses are: Austrian Wine Academy, many wine farmers in Austria, such as Weinakademie-Retz in Roseldorf, Silberberg College for Viticulture and Winegrowing and Wine Estate of the Province of Styria, Wirtschaftskammer – Wifi Styria and Burgenland; in

Germany there are: VHS-Hannover (Adult education provider), Bildungsverein Hannover, Wine merchants/retailers, such as: Barrique, Jochen Schweizer, Weinschmecken, Jacques Weindepot; in Spain we have: Escuela de Negocios de Murcia, ENAE Business School is the leading business school in the southeast of Spain, Escuela Superior de Hostelería de Barcelona, The Barcelona Wine school, Instituto Cervantes de Nueva York, ICNY Spain; in Italy there are: Cramars and other similar Vocational Training Institutions, Free People's University of Trieste, Wine Tourism Movement Friuli Venezia Giulia, AIS Italian Association of Sommeliers – Friuli Venezia Giulia, Italian school vine pruning, FISAR – Federation of Italian hoteliers and sommeliers, ONAV – National organization of wine tasters, Association FVG – Via dei Sapori, Association "Donne del vino", Cefap and others similar Vocational Training Institutions, Cefap and others Similar Vocational Training Institutions and different wine producers – Restaurants – wine shops; in Slovenia they have: Zavod za razvoj in raziskovanje gostinskih in kmetijskih dejavnosti SloVino – Maribor, Kmetijsko gozdarski zavod Maribor, High School for Hospitality and Tourism Maribor, many Associations targeting wine, Terme Maribor, Maribor tourist board and also some wine makers and restaurants.

The seminars include wine tastings and are also connected with food, like: wine and food sessions, wine and more events such as wine snuffle, wine and chocolate, wine and cheese weekends, champagne events, food and wine – harmony and variety, wine and cheese of different European regions, wine tasting or matching the different wines to specific/particular dishes, wine-culinary evenings etc.

Some of the courses and workshops are dedicated to wine producing, such as: grapevine pruning, basics of vinification, update on vinification trends and obstacles, Sauvignon Blanc – Fruit & Terroir, plant protection in viticulture, Chardonnay – France VS. Austria, Viticulture and Foliage Treatment, wine

and change of climate (old and new tribes, technology of wine production), care of young wine tasting, how to introduce yourself and wine, the most common deficiencies defects and diseases of wines, viticulture, winter pruning vines production of quality grapes, Where we are losing the quality?, the production of quality grapes (recommendations and guidelines for the new wine year), winter pruning vines, the protection of the vine – duties of users of sprinkling liquids; the protection of grapevine in the integrated wine; gold grapevine yellows – new threat to wine – disease, Integrated viticulture and weather conditions (drought, frost, excessive rain, hail, disease); the results of the integrated control, grape production and measures to address identified weaknesses; economic efficiency of production high-quality wine (the path to success lies in the marketing), organic viticulture, etc.

Several workshops are dedicated to wine history and tradition, such as: workshops related to wines from different countries (Italy, Spain, France, Germany), the world of wine – history, production, wine tasting, comparison of international wines, old Italian wines, red wines from Spain – Verdeja, Albarino, Tempranillo, Monastrell, traditional wines from Germany, sparkling wines, Champaign, „Discovering Spain through Its Wines“ – a celebration and learning session (tastings), "Wine in restaurants", The Old Vine festival – a top tourist culinary-wine-cultural festival in Maribor, the selection of new wine queen of Maribor, a lot of exhibitions about wine, tradition and culture, "Viticulture in the history and today", etc.

There are also special trainings to get a certificate, such as: training as a certificated wine expert, training as a sommelier, how to become a wine connoisseur, learning about wine, from the teaching of taste for novices, through intermediate-level courses to offering training for wine trade professionals who aspire to be more competitive, distinct training modules of wine coaching, wine training, themed seminars and international courses, sensory analysis

of wines, qualification courses (3 different levels), approach to world of wine, winemaking wines for high quality, marketing wine, Sommelier lover – education module, selection and rhetoric for sommeliers, sommelier – wine consultant, etc.

In the area observed, there are mostly implemented short, 3 - 4 hours seminars (32%), which could cost from 25 - 225 EUR per person. 8,7% seminars are organized from 1 - 3 days and costs from 30 - 120 EUR; there are also 24,6% longer seminars that are organized from 12 - 60 hours and costs from 48 - 400 EUR and 7,2% long seminars which last from 5 - 90 days and costs from 500 - 3000 EUR.

Target groups of the non-formal educations are mostly adults, who could be wine lovers and enthusiasts, newcomers and others. The 15,9% of the seminars are free – no charge, but 10,1% of all observed seminars costs over 500 EUR and up to 3000 EUR. The special sommelier courses costs about 1.450 EUR and last about 140 hours.

In 24,6% of seminars and courses participants could get the certificate of attendance, and 14,5% of them could get the professional certificate.

Results Analysis 2

Training Course Analysis

The size of the sample is wide and large enough and from different regions of Europe (Germany, Italy, Austria, Spain and Slovenia). We focused on courses for beginners as reference for the analysis. All courses are dedicated to adults interested in the world of the wine, not to young people. The structure of the analysis consists in interviews with experts in wine culture and research of courses about wine. Each interview took one hour and was divided in three different parts, the results follow.

1. General information about courses

The methods in the seminars are very classical: speech, leaflet, presentation and of course wine-tasting. The common duration of courses is 1 - 3 days in every country, these courses have been sponsored by private entities, and in some cases as a subsidiary activity to other such sale of wine. The cost of these courses is similar in all countries and adjusted to an average of 70 € per day.

2. Content of Courses

Culture / Heritage: the different courses dedicate a very high percentage of their time to this aspect (ranging from 70% to 90% of the course time, including tasting of wines). Of note is the German case, where this percentage reaches only 30%. In the special cases of courses attended by professionals the maximum average reaches 45%.

Structure of courses: The structure to treat this issue is similar in all courses: History of wine, Different regions and grapes, Different type of wines, Tasting and Law.

Health: as a general rule, it is detected a lack of content. The opinions of experts differ on this point and most do not treat it as an important aspect of

the courses and in some cases it is handled mixed with the next issue, prevention. In all courses the health takes no more than 5% of the time.

Prevention: In courses for beginners is not a strongly emphasizes issue, however generally is a highly developed in those courses organized by public institutions and public campaigns. There is a lack of content dedicated to prevention of alcohol misuse, except for pregnant women and youth, and in both cases with a main aim of avoiding the alcohol consume.

3. Additional comments

All the interviewees believe that issues of responsible drinking (culture/heritage, health and prevention) are not dealt sufficiently in the society. In addition, the experts think that culture and heritage is sufficiently addressed in the courses they provide but not health or prevention aspects.

Talking about their personal opinion about what does Responsible Drinking mean? We can divide the answers in three ways:

Understanding: for many interviewees, responsible drinking is linked with depth knowledge of the wine, and the background behind a bottle of wine. Through the love of this food we will get quite wine lovers which will enjoy it in a responsible way.

Tasting: Responsible Drinking is related to the fact of choosing good food, company and a good wine, the aim is to appreciate the quality of the beverage in a pleasant experience.

Moderation: finally, Responsible Drinking is linked with the establishment of limits.

Results Analysis 3

Good Practices

Part of the project was a country analysis detecting good practices of "Responsible Drinking" in the participating countries. The good practices collected refer to the main topics of the project: culture and health aspects of wine as well as prevention. Each partner collected at least 3 good practices in its region. The following parts summarize the findings of this analysis.

1. Culture

The culture of wine and consumption of wine is brought to the various target groups in manifold ways in the observed countries and regions. An important source for the transfer of wine culture is a wine course. In all countries you can find sommelier seminars, where you can learn about the domestic wine culture. These courses vary in minimum requirement, duration and learning approach, but they have all in common to also transport the message that drinking in moderation is most enjoyable.

In Austria and Italy a commonly used way to inform people about wine production, grape varieties and wine culture in the region are open cellar days or wine walks. During these days wine cellars and wine yards are open to the public.



2. Health

Good practices only focussing on the health aspect of wine consumption are hardly found in the observed regions, but some of the collected examples deal also with this topic. The message of drinking wine for health is delivered to the target audience by linking it with drinking in moderation. It seems that the health aspect of wine consumption can only be transferred in conjunction with another main message.

3. Prevention

After promotion of wine culture prevention is the second major topic in the observation of the 5 participating countries. The chosen good practices differ in methodology and selected target groups. While in Austria a measure addresses bar keepers, who should be sensitized to their own alcohol consumption during their working time but primarily to the consumption of their customers, other good practices try to approach the youth and yet others address wine lovers and restaurants or bars. As for the different target groups also the channels are different: There are mobile phone applications, traditional courses or campaigns. But all of them have in common that they are not too patronizing.

Conclusions

Project Findings

The main purpose of the project was to collect and collate some information and initiatives related to the theme of responsible drinking focusing on a specific target, adult learners, and on a specific beverage, wine, starting from the main idea that a sound knowledge about wine is the basic incentive for drinking in moderation and to savour this nectar; convinced that it is much more than an alcoholic beverage only.

The RESDRI project summarized in particular also the "state of the art" concepts and measures for prevention against alcoholism in Europe. During these two years' work, our findings throughout transnational meetings have led us to debate and discuss the tackled issues and to hypothesize possible solutions. Here are some conclusions about the work:

Actually, there are a lot of initiatives at schools, welfare organisations etc. which try to face the problem of alcoholism in Europe knowing that it is a long lasting issue to achieve progress.

Alcohol prevention programmes in schools show little effect only despite all resources used. There are mainly institutions which deal with the topic of alcohol prevention in a very theoretical way. Prevention initiatives focus on the harmful effects of alcohol and the consequences related to violence or traffic accidents, health impacts, social consequences, etc. and only limited to the development of acquaintances and awareness of responsible drinking also linked to eating and health skills, not considering that, drinking of wine in moderation also has positive health effects not only by the alcohol content but in particular also caused by many ingredients found in wine only.

The excellent report on 'Wine in Moderation – a Pan-European Programme promoting Responsibility

and Moderation in Wine Consumption' generated by the wine sector in 2008, representing all our partner countries, recognized the main aspects of drinking in moderation at which approximately half of this report out of 32 pages deals with the health effects, among them 3 pages about the benefits of moderate wine consumption.

Our analyses indicated that history and heritage are well represented in the courses for beginners and lovers of wine but not tackling the prevention initiatives because there is a lack of knowledge among the youth about the vine through the territory and culture. In nearly all partner countries the health effects of drinking wine in moderation are underestimated for several reasons although alcoholism is recognized as a serious problem in our societies and not only for the youth.

The "taboo theme" – wine and alcohol among the children and their families is not considered or treated sufficiently. Modern research in Germany e.g. show that people "take care" of their drinking behaviour once learned but that there are also significant differences between the generations which might be unexpected even for many experts working in the field. Most of them have developed concepts for certain target groups. It seems that mainly young people or students are on the agenda. There are a few initiatives known which have an extensive view on the problem and address with their work not just an isolated target group (for example students) but also try to involve peer groups or the specific social situation of a person and social traditions of a region or country.

It seems that all these initiatives, prevention concepts etc. are on a good way but still neglect the didactic development of each individual.

Opposite to the public opinion today's youth does not drink more alcohol than certain cohorts born in the last century. This is a very important fact because nowadays alcohol is cheaper than ever before in history and is available at each time in the smallest village of each European country – and this is in public opinion mistakenly the most important reason for the extensive consumption of alcohol. Young people become older – concepts that just aim to deal with people in a small window of time (e.g. older students) ignore the development of individuals. On the other hand less is really known about the different use (and misuse) of alcohol in the European societies – in history and present. It is roughly known the amount of alcohol produced and consumed in European countries but very less is known about the differences in culture and drinking behaviours that can explain extensive consumption by certain generations.

From these reflections that come from two years exchange of information among partners of the Responsible Drinking Project, we can conclude that it is not only important to prevent people from misusing alcohol but also to show them other aspects of alcohol, some examples follow.

- Bring the culture of wine and territory closer to youth/people everyday life.
- Speak open about the so called "taboo" topics about vine, connecting this with the history, heritage, economy, agriculture.
- Better knowledge about the culture of wine and territory could give some opportunities to see in vine producing and trading some other higher meanings/importance than alcohol, health problem, bad behaviour, dependence.
- Producing wine, selling wine, speak about the wine & food, is an opportunity to establish new jobs, new occupation, new way of earning the money – agriculture, economy, trading wine products.

Our European history is a story, a tale that has been written, spoken, told & heard many times. It is heritage that we have inherited from forefathers. We have learned from them, gained the knowledge, earned the possibility to use this knowledge and take care of it, to preserve what is original, and to share this among the people and safe it for future human race. It is the possibility to make the society responsible, healthy and happy.

Of course as an immediate result of our analyses we would encourage providers of wine courses to pay more attention to the health effects in an appropriate way not to scare off the course participants, but to make them aware as an indispensable element of the whole story of responsible drinking, give suggestions for new concepts against alcoholism that include the didactic development of individuals.

This means on the one hand that the concepts for prevention measures need more intergenerational considerations to be more successful.

We must pay attention to the context, to think about the role of drinking wine (and maybe other alcoholic beverages) in moderation in a broader context of a modern and healthy European lifestyle. Drinking in moderation needs to be embedded appropriately with items like gastronomy (wine and food), dignified social settings, personal and social consequences of misuse, interaction of alcohol consume with a lot of medications, etc.

As we already said the problem is not related to a specific target group but involved all the society so that education on the subject must be provided to all levels from the early beginning (pupils), passing through the adolescence where the problem nowadays is very popular and going on at maturity.

Certainly, the programme is without end and many things, researches, prevention, etc. have already been made but we can add some other implementations starting from a research which will describe the reasons for drinking alcohol in each country. Important is also to deal with gaps in education, means of prevention and information followed by tests for students/wine lovers about alcohol consumption, knowledge of the wine, the importance of the alcohol in the social context and good or bad habits.

Future Proposal

The final purpose is to develop non-traditional pilot programmes aimed at transferring the knowledge of the regional as well as national and international tradition and heritage about wine, bring the responsibility of drinking wine closer to

participants by exchanging information, educate and experience. Methods used to develop and pilot these programmes must go out from the traditional education system and make an interactive use of IT tools as interesting learning games, tests, mobile phones applications with an intergeneration involvement in learning by doing, exchanging practice, knowledge, people, ideas, and experiences.

We believe that it is still possible and useful concerning the development of the philosophy and practice of responsible drinking to consider a different approach that is not biased or tied to a specific training related to health problems, prevention, territory but an education that looks at the situation as a whole through methodologies that deal with education rather than prevention or alarm. Sound knowledge is consciousness itself that leads to the prevention of misuse and personal judgement of benefits and risks of drinking wine.

Appendix: Workshops

Workshop in Italy:

History, culture and territory, from the producer to the tradition

Location: San Floriano del Collio – Gorizia – Italy

Date: 30 September 2011

Participants Number: 18

The first step to drink aware it is intrinsic of the TASTE: taste carefully; know what you are drinking thanks to the application of the senses aimed at the perception of pleasure. A refined pleasure because it is linked to the context, the environment and the way of tasting. It is also a spiritual pleasure because it is linked to the identity of the wine product. A personal pleasure, intimate ... but also shared when linked to moments of socialization, such as being together at the table. A pleasure that is vital impulse as it creates interplay between people opposing to abuse and alcoholism, which, as a poor pleasure, create isolation, addiction, deadly compulsion.

Starting from this preamble the workshop aimed to discover the wine identity of the Region Friuli Venezia Giulia starting from the history and development of production from 181 to. C. till today, numbers of production and consumption divided into the different targets and a panoramic view of the type of education that is behind and forms the knowledge about wine. The main idea is that the wine is a project and result of choices in which the centre is the Man that moved its identity to wine product linking it with the history of his family and the culture of the territory. Knowing what we drink means enter into relationship with this identity. These were the basis to start with a discussion about the differences in other partner countries.



Workshop in Germany: Prevention of Alcoholism and wine producing in the territory/ Germany

Location: Hannover and Neustadt am Rübenberge, Lower Saxony, Germany

Date: 18th April 2012

Participants Number: 15

Prevention of Alcoholism

In the presentation "Prevention of Alcoholism/Youth Welfare" Frank Woike, social worker in Hannover, explained that anti-drug concepts which include a complete disapproval of alcohol consumption will not be successful. The motto should be "More fun – Less alcohol". The limit for the consumption of alcohol is always an individual limit, but it is necessary that each individual can make a conscious decision for itself. Therefore, it is necessary to discuss the problems openly and in a way that different target groups can be successfully included. Especially adults must be aware of the fact that children and adolescents look upon them as an example. Thus this programme targets not only young people but parents and teachers and furthermore institutions as for example schools and sports-clubs. The practical work in these institutions should be a mix of information and join-in actions. Type and quantity of consumption of alcohol depends very much on national or local traditions. But the traditions are changing and can cause new challenges. The producers of alcoholic drinks try to influence esp. young people by advertisement (especially in Germany about beer). The costs spent for marketing efforts are high. This is why it is necessary to develop campaigns against it.

Wine Cellar in Northern Germany

Northern Germany and Hannover are not the areas where wine is playing an important or special role. But there is one location near Hannover, the cellars of Duprès and Kollmeyer in Neustadt ("Schloss Landestrost"), where sparkling wines are produced (founded in 1650, still family owned). The sparkling wines are produced in the traditional way (methode champagnoise). The cellar of "Landestrost Castle" offers ideal maturing and storage areas for this kind of production. The entire fermentation procedure takes place in the bottles (up to six years). After that time the bottles are transferred to the "shaking-racks". Here the bottles are inverted and regularly shaken by hand to move the accumulated yeast to the neck of the bottle. Finally this sediment is removed by allowing the natural gas to blow out a frozen wedge of wine carrying away the congealed yeast. The bottles are now filled up with "dosage" – a mixture of sweet wines and sugar. Then the crystal clear sparkling wine is corked and wired and has to mature before being labelled and packed. This production procedure is long lasting and expensive. These sparkling wines are therefore mainly bought by "connoisseurs" who know how to enjoy alcohol.



Workshop in Spain: Creation of a winery in Andalucía

Location: Señorío De Nevada. Lecrín. (Granada)

Date: 11th October 2012

Participants Number: 15

The workshop has been dedicated to know the special conditions and different types of wines in the south of Granada. So, we have studied different seminars that winery developed in order to disseminate how to drink responsible and with quality. Quality rather than quantity.

Valle de Lecrín: An exceptional terroir for the production of the finest wines.

In Valle de Lecrín, a place of exceptional beauty and unique environmental conditions, we find the Señorío de Nevada winery, in a terroir of fertile land, rich in minerals, at an altitude of 700 metres. This location boasts a miraculous microclimate, influenced by the Sierra Nevada and the Mediterranean Sea, affording the grape a long ripening period beneath a radiant sun.

In the 21 hectares taken in by the terroir they cultivate: Syrah, Merlot, Petit Verdot, Viogner,

Cabernet Sauvignon, Garnacha and Tempranillo. Harvesting in October, prior to the rains, ensures that the grape conserves all of its organoleptic characteristics, providing juice that is subsequently employed to produce these outstanding wines from Granada.

With these peerless conditions, Señoría de Nevada winery takes in both tradition and an avant-garde approach, boasting the finest installations for the production of our wines: stainless steel vaults for fermentation and rooms for aging in barrels and bottles, equipped with the best humidity and temperature control systems.

The entire process is overseen by highly qualified personnel, under the leadership of our production and aging advisor, Christophe Coupez, Director of the Centre D'Estudies et D'Information Oenologiques de Pauillac (Bordeaux).



Workshop in Austria: History, culture and territory; Education and Training measures offered in Austria

Location: Vienna – the capital of Wine, Austria

Date: 24th and 25th January 2013

Participants Number: 19

It was very, very cold and a thick blanket of snow covered Austria. Thus, an excursion to the region Weinviertel could not be provided. But, the Austrian partner managed the situation and offered the workshop in Vienna, the capital of wine. The workshop started at the 24th January in the afternoon after the project meeting and was continued on the 25th January. At the first day Austrian partner presented an introduction to the Austrian Heurigen tradition and to the Palais Coburg which was visited at the next day. Participants experienced the Heurigen tradition at the "Mayer am Pfarrplatz" in the evening. The so-called Heuriger is a rustic, inn-like place; it is an integral part of Austrian culture. Heuriger means in German "this year's". The name traditionally refers to this year's young wine, which can be purchased by

the glass or in bottles. During the time when grapes are harvested in late summer or early fall, fresh grape juice (Most) as well as older grape juice in the process of fermentation (Sturm) are also served. Sturm can be more or less spirituous depending on its freshness and its sugar content. Vienna has a lively Heurigen tradition with a remarkable number of wineries (around 230!) that produce more than 1.5 million liters (or close to 400.000 gallons) of wine. The second day started at the famous Palais Coburg. The workshop was performed by the director of the Austrian Wine Academy, Dr.Schuller. It was focused on

- History of Austrian wines behaviour and in particular after the "quality offensive" in the late eighties
- Passing on and further development of typical Austrian wines (heritage) and
- The healthy aspects of drinking wine above all the positive effects as an incentive of drinking in moderation as well as wine consumption with savour to foster prevention of alcohol misuse as part of the education and continued education in Austria



The workshop was completed with a Guided tour through Palais Coburg's wine archive with a total of six cellars holding more than 60.000 bottles.



Workshop in Slovenia: Wines in Slovenia, the culture, tradition; Presentation of the good practice example – courses

Location: Maribor – Slovenia

Date: 12th April 2013

Participants Number: 20

As a very small wine-producing country, the greatest possibilities for wine producing in Slovenia is love, effort and knowledge of the people who make wine. Several parts have excellent conditions: appropriate climate, soil structure and relief for the growth and development of the vine. Some wine experts consider some Slovenian wine-growing areas to be the best in the world. Quality and premium wines are the results of a highly-developed wine culture and demanding wine lovers. White wines (70%) and red wines have lush or slight aromas and strong, full or light tastes; varieties from dry to sweet wines and also sparkling wine – penina. The oldest vine in the world that still grows in Lent in Maribor is 400 years old variety of žametna črnina.

Good practice example of the courses for Youth were presented by mag. Tjaša Kos from the Cultural and Educational Society Kelih, with main purpose to bring together the interests of all those who wish to educate and improve in all areas of education, while promote Slovenia as a wine country among Youth. They educate young population from teenagers to young adults, up to adults above 18 years in summer schools, lectures on elementary and secondary schools about the culture, education and wine culture as tradition in Slovenia. "The rate in the head" is their initiative in elementary schools, where they teach Youth about the culture of drinking and behavior with role playing. The results are coming slowly, but they believe in their mission.



Workshop in Austria: The Styrian wine region and alcohol consumption in Austria

Location: Graz – Austria

Date: 24th and 25th June 2013

Participants Number: 20

The consortium met a second time in Austria after the workshop held in Vienna. This time they visited the province of Styria, located in the South East of Austria. The southern part of the region is the third largest wine producing area in Austria. The approximately 4000 ha of wine growing area is very famous for their white wines. More than 75% of the wine area is dedicated to white wine production. Most common varieties include Welschriesling, Sauvignon Blanc, Pinot Blanc and Chardonnay. However, the growing area of varieties traditionally cultivated in Styria such as Grüner Veltliner, Muscat and Müller Thurgau is decreasing. The most famous red wine variety is the Schilcher. This unique variety is grown mainly in the South West of Styria.

On the first day of the workshop in Austria – from 24th to 25th of June – the workshop participants saw a presentation of the Styrian wine region and facts about alcohol consumption in Austria. The

second day of the workshop started with a visit of the wine museum in Schloß Gamlitz, where the participants learnt about the history of wine cultivation in Styria starting with ancient times. During the wine tasting in the museum participants were told interesting stories about different wine varieties grown in Styria. The wine tasting was guided by Mr. Melcher, the owner of Schloß Gamlitz.

After that participants were brought to the vineyard and Buschenschank Pölz. A Buschenschank is a tavern only allowed to sell food and beverages the owner produces by him/herself – there are some exceptions like sparkling mineral water. During lunch workshop attendants learnt more about wine culture in conjunction with traditional food. After that participants could follow a guided tour through the wine cellars. The workshop concluded with another wine tasting.



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