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Block 2 European Observatory for the ethnographic traditions, social values and cultural experiences in territories of vineyards agricultural landscape



Participatory local action

GOAL

- Collect information and create an European Observatory for the ethnographic traditions, social values and cultural experiences in territories of vineyards agricultural landscape. Identify and map good practices, trends and innovations on European winemaking.

WHERE

- Six participatory local actions, one *per* partner
- In person
- Comfortable room or outdoor quiet space

WHEN

- Until 31st of July 2023



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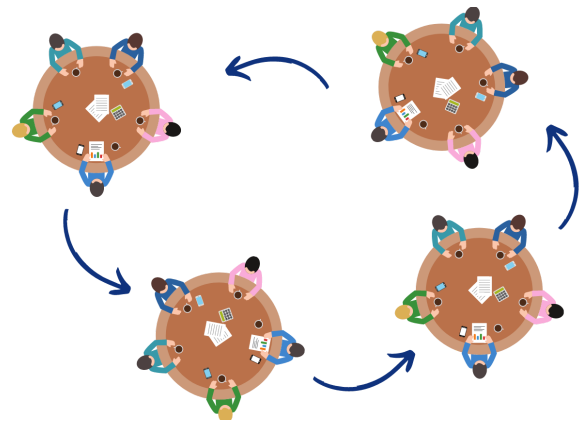
WHO

- 10 to 15 participants
- Ideally, 3 moderators
- Type of participants: Rural municipalities or other levels of local/regional authorities, federations/associations of local authorities and non-profit organizations representing local authorities; Universities, research centers, etc; Young people and women from rural areas in the EU; Civil society organizations from rural areas; EU citizens, migrants and returnees living in rural areas

Tip: *Try to have a balanced group between experts in wine and people more connected to rural world and it's cultural heritage, so all the topics are covered but no-one feels displaced if they can't provide inputs in every topic*

How

- Arrange 3 tables with 4-5 seats each. Each table should have a A1 sheet of paper/flip chart with the topic and questions written, and a lot of space for the participants to write answers. Writing material should be available.
- If you're able, audio or video record the discussions for later consultation
- Have light snacks and coffee/tea/drinks available *during* the session. This will create a lighter mood and facilitate interaction
- Duration +- 120 min
- In native language
- Remember to take evidence photos and provide an attendance sheet



DINAMICS

- Have people sit at the different tables. You might want to have the flipchart closed at this stage to avoid confusion on the seating arrangement.
- Start by briefly **presenting the project**, the activity dynamic and its goal (by projecting slides or not)
- Everyone should quickly **present themselves**:
 - Name, age, profession, connection to agriculture, favorite food OR unexpected talent (*the last one serves as an icebreaker*). You might want to have this written/projected, so they remember what to say.
 - By raising hands, ask who is directly connected to producing wine



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- Start the **World Café** ☕: Every group has 10-15 min to discuss and write answers about the topic on the table, and then rotate to the next table. Moderators should notice if the conversation is flowing, and if not, make some prompts to ignite it.

Table 1 - Common social values and ethnographic, cultural and historical traditions around tilling and harvesting the land in Europe

- What traditions and social values do you recognize around tilling and harvesting? example: different techniques, tools, working together with the community, gender roles,...
- From those ones, which should we preserve and keep in the future?

Table 2 - European best practices, cultural and wine-growing experiences in territories of traditional agricultural landscape

- What was the most strong visual impact on the wine-growing landscape/ visual entity of your region? example: vine-supporting systems- in height, in lines, in stairs-, architecturally different support buildings, etc)
- Do you feel the wine-growing landscapes are changing? How? Is it positive?

Table 3- Present continental trends of innovation in cultural and winemaking experiences in territories of traditional agricultural landscape

- Have you heard of any innovation on winemaking? Are you applying it? To which results?
- In where do you feel more research should be taken? example: plage control, soil quality, increase production, select climate-change resistant grape varieties, etc

- **Pause** for 5 minutes while moderators go through the flipcharts/answers
- Moderators **present** main conclusions
- **End**