Collaboration agreement between Iter Vitis Route and European Route of Ceramics

The European Route of Ceramics and Iter Vitis are Cultural Routes of the Council of Europe which aim at giving value to the cultural heritage linked to two products of great importance in the development of human society: ceramics and wine.

Ceramics and wine represent two themes deeply connected with the history of mankind since the ancient times, and of European and Mediterranean societies in particular. A millennial link between form and substance. The wine is decanted, oxygenated and maintained inside ceramic. The substance, the wine and the shape, the ceramics, tell the story of man. The terracotta, in fact, was certainly the oldest container, if we exclude the wineskins. Archaeological research traces the first origins of winemaking and wine storage in ceramic containers back to the 6th century BC in Georgia, testifying how subsequently the use of ceramics for the conservation of the must, its vinification and the conservation and transport of wine, spread to the Eastern and Mediterranean civilizations hand in hand with viticulture and wine consumption.

Wine and ceramics have walked together for millennia and their link continues today, also thanks to the valorisation of these ancient traditions and cultural identities, also thanks to the Cultural Routes of the Council of Europe. They can offer multiple hints for historical study, cultural enhancement, sustainable commercial and touristic development, with a view to growing local territories and communities, as the main actors of itineraries and stories.

Starting from these premises, this agreement aims at promoting opportunities for cross-exchange between two Cultural Routes that both tell millenary stories, stimulating a new co-design and collaboration in terms of analysis, creation of combined tourism products between neighbouring territories while belonging to different cultural itineraries, local enhancement actions, promotion of sustainable and experiencing tourism, on the one hand linked to local communities, on the other inserted in a network with a European and international dimension.

That being said,

In the presence of

On the one hand, Massimo Isola, President of the European Route of Ceramics – Cultural Route of the Council of Europe, International Confederation (shown below as European Route of Ceramics), with Direction Office in Faenza (Italy),

On the other hand, Emanuela Panke, President of Iter Vitis, Route – Cultural Route of the Council of Europe, International Confederation (shown below as Iter Vitis Route) with the Permanent Secretariat in Sambuca di Sicilia, (Italy).

CONSIDERING THAT

1. European Route of Ceramics aims to disseminating knowledge, protecting and promoting the European cultural heritage both tangible and intangible associated to ceramics;

2. Iter Vitis Route aims to offer a new travel perspective, which renews and improves the enological tourism offer by promoting the great varieties of European enological territories and landscapes basing on the fact that the culture of the vine, winemaking and viticultural landscapes are an important part of European and Mediterranean food culture. Since the domestication of the vine, in the 6th millennium BC, its evolution and spread has been considered a great human achievement, which shaped Europe's landscapes, both in terms of its territory and its people.
3. European Route of Ceramics and Iter Vitis Route carry out the promotion and development of all kinds of study, researches and socio-cultural activities, in favour of a better reciprocal cultural exchange between the countries of the Mediterranean and Central European area;
4. European Route of Ceramics promotes the value of the cultural heritage linked to the production of ceramics and its old tradition;
5. Iter Vitis Route promotes the culture of vine and wine and the wine-growing landscape are a material and immaterial heritage of the community, an essential component of the history of a territory, signs that can be read and experienced
6. European Route of Ceramics constitutes an initiative of Cultural Tourism, which combines a number of localities, through specific paths with rich heritage, outside the usual tourism circuits with the aim of materializing them, with the creation of an offer of sustainable and cultural tourism;
7. Iter Vitis Route constitutes an initiative which unites different destinations and that goes beyond geography. It inspires the soul by discovering different places in every season. It gives the possibility to travel along ancient vineyards, beautiful landscapes, ancient villages, monuments and wine territories. The animus of Iter Vitis is the will to unite in a "global route" the signs of this extraordinary heritage, made from vines, vineyards and history of the European communities, choosing to give them a voice.
8. Iter Vitis Route and European Route of Ceramics share cultural heritage, visions and methodological approaches to the territorial communities of different countries, intercultural dialogue and the promotion of the principles of peace and mutual respect;
9. Iter Vitis Route and European Route of Ceramics crossing a large Euro-Mediterranean territory that includes many countries, want to develop international cooperation in the field of cultural, rural, slow, responsible, integrated, sustainable, creative and community tourism, following the principles of local development and quality, promoting support for companies in tourism sector and integrated sectors, in particular small and medium-sized enterprises (SME), to develop new opportunities for cooperation between the countries of the area in the name of the shared past and a future of prosperity.

Both institutions express their interest in signing this agreement with the following

DISPOSITIONS

1. Iter Vitis Route and European Route of Ceramics are interested in collaborating to improve collaborations in better knowledge of the material and immaterial heritage of the Mediterranean area and Central European area and other themes of mutual interest.
2. Iter Vitis Route and European Route of Ceramics declare interest in the development of cultural heritage of cultural routes about the several common aspects connecting ceramics and wine in history.
3. Iter Vitis Route and the European Route of Ceramics declare interest in the development of cultural, slow, rural, cycle, creative, responsible, sustainable tourism by projects, programs, initiatives and promotional campaigns at international level based on quality and cooperation.
4. The parties agree to jointly collaborate to the implementation of the following activities:

- Support of good development strategies for both the entities, marketing actions, study and analysis activities;
- Realization of events to present the respective activities and the common ones, starting from this agreement;
- Jointly organize events, exhibitions, seminars, training actions, meetings involving civil society;
- Realizing an exchange / twinning among young people of the respective countries, in the context of a scientific and pedagogical collaboration, school projects, etc;
- Collaborating on international projects;
- Organize together communication actions, promotion campaigns, press tours and more.

In order to achieve the above, the Iter Vitis Route and the European Route of Ceramics will develop an action plan for the following three-year period agreed by their respective managers/Presidents) as representatives of their respective networks.

This agreement is valid for 3 year, renewable, by agreement between the parties.

Place and date,

Sambuca di Sicilia 04/08/2020

For Iter Vitis Route
Emanuela Panke
President

Place and date,

Faenza, 10/08/2020

For the European Route of Ceramics
Massimo Isola
President

Benedetta Diamanti
Director