

CONSORTIUM PARTNERS WANTED

Consortium concept for HORIZON-CL2-2027-01-HERITAGE-06 | Focus 2

Call opening: 13 May 2027 - Proposal Deadline: 30 September 2027

WINE COMMONS

Regenerative cultural tourism for Europe's living wine heritage

Co-create Europe's next model for regenerative wine tourism

A conference track exploring when digitalization creates value, when it interferes, and when deliberate restraint matter



Invitation

We invite researchers, wineries, wine regions, heritage bodies, tourism organizations, SMEs and community actors to co-create WINE COMMONS. Together, we will explore how wine tourism can sustain living heritage, strengthen local livelihoods and regenerate places.

Digitalization will support participation, storytelling and cooperation, while communities - not technologies - define desirable futures. Digitalization is often treated as



Why this Project?

- Wine tourism connects vineyards, cellars, landscapes and architecture with living knowledge, rituals, foodways, identities and intergenerational skills.
- Yet wine territories face climate disruption, seasonality, labor shortages, demographic change and unequal benefit distribution.
- WINE COMMONS asks how cultural tourism can distribute value more fairly, sustain everyday heritage and reinforce communities' power to shape development.

Core innovation: a community-centered model

Cultural biographies and local value mapping reveal who creates heritage value and who benefits from tourism. Simple digital tools broaden access while preserving local interpretation.

Destinations & enterprise

Wine regions and municipalities; wineries, cooperatives, tourism SMEs and local development agencies.

Research & heritage

Tourism, management, heritage, anthropology, sustainability, labor, gender and public-policy researchers; cultural and intangible-heritage bodies.

Society & delivery

Civil-society, youth and accessibility organizations; environmental experts; and partners in participation, impact, communication and Horizon coordination.

Research and demonstration

Comparative Wine Territory Living Labs across established and emerging destinations

1

Document living wine heritage

Use cultural biographies, oral histories and participatory research with residents, workers, producers and visitors, including heritage overlooked by conventional wine routes.

2

Map local value flows

Identify how tourism benefits and burdens are distributed across small producers, seasonal workers, women, younger generations, residents and community organizations.

3

Run Wine Territory Living Labs

Compare established, emerging and less-developed destinations while communities define their own indicators of continuity, inclusion and regeneration.

4

Co-create regenerative practices

Test slow routes, off-season experiences, intergenerational storytelling, accessible formats, micro-enterprise networks and ways to retain more value locally.

5

Build a European community of practice

Connect shared stories, methods and peer learning through a light digital platform, supported by policy roadmaps for regional, national and EU decision-makers.



Expected Contributions

Community-centric, adaptable models for sustainable cultural tourism; stronger cross-border cooperation among small businesses and civil society; evidence-based recommendations for regenerative sustainability, environmental protection, digital transformation, inclusion and gender equality; and practical approaches to skills, decent work and equitable benefit-sharing.

Meet us at Strategica Conference | Bucharest | 29-30 October 2026

Track 2: Digitalization and Experience - Insights from Wine Tourism

Abstract / short-paper deadline: 30 September 2026 | strategica-conference.ro/track-2/



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