

“EUROPEAN WINE CITY 2025”

CALL FOR TENDERS

TERMS AND CONDITIONS OF PARTICIPATION:

The designation of "**European Wine City**" promoted the influence of the wine culture in society, landscape, economy, gastronomy and heritage allowing a greater understanding among all citizens of the European Union.

Preface

The "**European Wine City**" will prepare an annual programme of cultural activities, training and awareness related to wine in the European scope, and as such it will have to meet strict criteria regarding the quality of the presented programme.

I - CRITERIA THAT THE CITIES SHOULD TAKE INTO ACCOUNT IN THE PREPARATION OF THE APPLICATION:

The programme submitted by the applicant city must have a European dimension and must explore its peculiarities and must demonstrate creativity, taking into account the following criteria:

1. Strengthen awareness-raising activities for the culture and the tradition of wine:

The city must have a special provision for the organization of cultural events and the preservation of the ancient culture of wine. Specifically, the responsibility to assume the preservation of the cultural, scenic and natural resources that are identified with the wine. This awareness is reflected in the programme of activities and events submitted in the application.



2. The mobilization of citizens:

The activities and initiatives included in the project should mobilize the community in the region and encourage their active participation, as well as the commercial, cultural and civil society involved in this project. The reception of the citizens of the EU must be ensured as well as the promotion of activities through the media, multimedia tools with a multilingual approach.

3. Strengthen ties with the region and all the European wine regions:

The **European Wine City** through planned initiatives must reinforce and strengthen the relationship with its people, landscape, nature and wine culture, from the point of view of improving the quality of life and sustainable development. It must also promote the strengthening of the connection of the more rural areas with urban areas and incorporate these bridges to other regions and European wine cities. Promote dialog and exchange of experiences between the different cultures of Europe, strengthening the knowledge of the European wine heritage.

4. A future-oriented city:

The **European Wine City** is committed to developing and implementing innovative and practical initiatives that can mobilize and streamline the traditions of its citizens, the culture, preservation of the landscape, architecture and its history in connection with the wine and by giving it a European nature. It commits to promote innovative initiatives in the wine sector and preserve its landscape, its architecture and its history ultimately to transmit its wine culture.

5. Develop cooperation:

The **European Wine City** will develop and maintain close contacts with other European wine cities, in order to exchange experiences and to develop common interests in the wine scope.



II - REQUIREMENTS AND CONDITIONS OF ELIGIBILITY FOR PARTICIPATION

The European Wine City call for tenders has a rotational basis among the different countries that comprise the RECEVIN network. The rotational basis was established to prevent decreasing the opportunities for nomination for a large number of associated cities in countries such as Italy, Spain or Portugal.

The cities that can apply to **European Wine City** must meet the following requirements and conditions.

Requirements:

a. Be a member of RECEVIN - European Network of Wine Cities and be up to date on the payment of annuities.

In case you're not a member you need to formalize the membership before submitting the application.

b. Submit the budget for the execution of the planned activities.

c. Submit your application by the date and manner established for it.

Applications that do not conform to the format established in the application form will be automatically discarded.

Terms and conditions:

The same city cannot be named for 2 consecutive times as European Wine City.

At the end of the period the city must submit an explanatory memorandum of the activities carried out, properly documented, with participation indicators and local and international involvement.



III - SUBMISSION OF THE APPLICATION

The submission of the application must comply with the Form.

- 1 – The form must contain all the information concerning the applicant city.
- 2 - The activities must be included in the Application form, and must conform to the established format.

Any information not included in this form will not be considered.

The request must necessarily include the following events:

- ☐ European Wine City Gala - award of the commemorative plaque European Wine City (in February 2020).
- ☐ World Wine Tourism Day
- ☐ Organization of the RECEVIN Young Wine-growers Stage.

IV - EVALUATION CRITERIA

1 - Qualitative criteria

- a) Relevance of the proposed activities
- b) Structure and content of the submitted programme
- c) Coherence and understanding of the application
- d) The durability of the application: in other words, the application must reflect a catalyst project for the development of the city in the medium and long term, and this event is an opportunity to establish long lasting alliances.

- e) Commitment to the development of wine tourism.
- f) Commitment to moderate wine consumption.
- g) Explanatory memorandum.
- h) Relevance of the application.
- i) Involvement of the application with RECEVIN.

2 - Quantitative criteria

- a) Number of entities involved.
 - Only those entities whose involvement is endorsed by a support letter to the application will be valued.
 - Support letters that specify how the support for the application is performed will have a greater value, either through financial, material, organizational contributions, etc.
 - The support letters from entities that offer financial support to the application will receive additional score.
- b) Number of activities proposed throughout the year.
 - The total number of proposed activities and especially newly created activities will be assessed for the "European Wine City" project.
- c) Budget.
 - The budget dedicated to the activities created for the occasion will be assessed, the one dedicated to the activities that will continue after the end of the year and the one dedicated to the communication and promotion of the application and the different activities.

In case of a tie between several applicants, the involvement of the city in the activities organized by RECEVIN will be taken into account.



V - COMMUNICATION AND IMAGE

The winning city is committed to:

- 1.- Only use the official RECEVIN logo for the "European Wine City" programme in all promotional materials, publication programmes, advertising, etc.
- 2.- Submit with the application all the elements related to the communication strategies.
- 3.- The winning Municipality of the **European Wine City** must inform RECEVIN of all events, activities, forms of promotion and communications to the media linked to the project throughout the year, so that it can promote and disseminate this information through its communication channels.
- 4.- Present a descriptive memorandum of the activities carried out and their impact, in PDF format, which must be supplemented with graphic material. This memorandum must be submitted within three months of the end of the programme.

VI - TERMS AND CONDITIONS FOR THE SUBMISSION OF THE APPLICATION

The deadlines for the submission of the application to the European Wine City 2025:

The deadline for submission of applications in accordance with the clauses contained in these **European Wine City** regulations:

Submission of the application Until: **7th September 2024**

Evaluation period of the applications: **From 7th September to 20st September 2024**

Announcement of the awarded applications: **October 2024**



The applications shall be sent by e-mail (acevin@acevin.es), according to this form.

Applications received after the deadline or that do not meet the conditions established in the rules will be immediately dismissed.

VII - PROTOCOL SIGNATURE

The commemoration of the appointment ceremony of the **European Wine City 2025** shall take place in **February 2025** in the award-winning city.

In this appointment ceremony the winning city shall sign the memorandum of understanding on the fulfillment of the programme established in the application and with all the requirements under Section V.

The project "**European Wine City 2025**" will run for one year, **from 1st January to 31st December of the corresponding year.**



Attached is an action protocol to follow in the presentation and closing galas of “European City of Wine 2025”

The recognition of “European City of Wine” is aimed at recognizing wine-producing cities that also use this production as a tourist booster.

- A single official event will be held both for the celebration of the Opening Gala and for the celebration of the Closing Gala.
- It is requested that the duration of both events not exceed 90 minutes
- It is requested that participants in the official presentation and closing ceremony do not speak for more than 30 minutes in its entirety.
- The intervention of the participants is proposed in the following manner and turn:
 - Mayor of the host city
 - President of the National Wine Association of the host country
 - President of RECEVIN
 - Maximum authority attending the events (representatives of regional, provincial, regional or national institutions).

The country that begins its mandate the following year, represented by the President of the Association of European Wine Cities, must also attend the closing gala of the appointment; In this case, the order of the interventions will be determined by the protocol of the host country.