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**KYIV INITIATIVE REGIONAL PROGRAMME:
WINE CULTURE TOURISM EXCHANGE PROJECT**

WCTE CHARTER

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Mission Statement

To stimulate cooperation between local actors and communities in the Wine, Culture Tourism sectors, to facilitate cross-frontier exchange of products, services, information and competences and to make sure that value and revenue streams developed in this process are in conformity with the principles of: equity, fairness, quality, ecology and sustainable development of the local and regional cultural and natural environment, especially the vines and local wine culture, local culture, cultural activities and heritage.

Chapter One

The Charter

The Charter:

- Describes the Wine Culture Tourism Exchange (WCTE) (hereafter referred to as “the Activity”);
- Sets out the principles governing the Activity;
- Identifies the objectives of the Activity;
- Defines its Objectives;
- Outlines its activities;
- Identifies the partners in the Activity;
- Describes the Management of the Activity;
- Elaborates a governing mechanism in the animation of the Activity;
- Sets out Expected Results and Benefits.

All participating entities in the WCTE Activity will be governed by the WCTE Charter.

Chapter Two

The Activity

The Wine Culture Tourism Exchange (WCTE) is a programme of regional cooperation, which promotes exchange and cooperation between three sectors: Wine, Culture, and Tourism.

The Wine Sector includes: wine makers, wine associations and NGOs.

The Cultural Sector includes: Cultural institutions, authorities, organisations, heritage sites, cultural industries, events and cultural actors.

The Tourism Sector includes: cultural tourism authorities, bodies, and NGOs.

Description of the Activity

The WCTE Activity will use the ancient vines and vine routes that cross borders between the five countries, as the vehicle through which a modern cultural and commercial tourism

activity could be developed. It will create a comprehensive tourism initiative that will be sustainable both for culture and economy.

Regional cultural resources offer the possibility to elaborate schemes for cultural itineraries that can provide substantial cross-sectoral revenue streams. For example, visiting wineries, restaurants and hotels, while discovering local cultural crafts, festivals or heritage landmarks.

The project will also contribute to the reinforcement of existing regional cooperation and interdependence by creating a shared cultural identity which will diminish political divisions. Peace and social cohesion both within the five individual countries and in the region as a whole, which is prerequisite for long-term investment and economic development, is only possible within an actively supportive cultural environment.

Chapter Three

The Key Principles Governing the Activity:

Cooperation; Equitable Exchange; Access; Participation; Sustainability; Diversity; Public/private Partnership; Creativity; Collective Heritage.

Cooperation: is a guiding principle and is used in contradistinction to competition. The object of the Activity is to stimulate development through 'shared' interests. Competition as a market principle will operate in the stimulation of valued chains and the development of revenue streams within the activity. Cooperative ownership of the activity will enable all participants to share in the revenues developed.

Equitable Exchange: is a founding principle of the Activity. The project will facilitate regional cultural and commercial exchange for cultural communities working in cooperation with national partners. Broad ownership of the Activity will ensure equity in values realised through the exchange process.

Access/Participation: is an essential principle of democratic culture and the WCTE will ensure that the broadest range of participants have access to both the tools, the data and intelligence which will enable them to freely participate, engage and contract across multiple cultural sectors, contexts, environments.

Sustainability: the resources necessary for ensuring continuity of the Activity will be developed from within the Activity itself.

Diversity: the Activity will sustain local level as well as global cultural diversity by sustaining cultural exchange among and between local communities at a local regional and international level.

Public/Private Partnership: public-private partnership (PPP) refers to a government service or private business venture which is funded and operated through a partnership of government and private partners. The Activity can be considered a form of PPP.

Creativity: as innovation, development and exchange of new ideas about development of the three sectors operating in the activity is a fundamental premise for the process of cooperation and exchange engaged in.

Collective Heritage: respect for geographical designation.

Chapter Four

Objectives of the Activity:

- To stimulate a dynamic partnership between vine/wine industry, culture and cultural tourism which will generate revenues, investment and employment and cultural and commercial exchange;
- To support diversity and social and political cohesion through transcultural and transnational cooperation between local cultural communities;
- To strengthen civil society and local cultural communities;
- To generate a cultural/commercial/information network based on an electronic exchange portal;
- To provide, via the exchange network, the platform for commercial and cultural exchange between a broad segment of the population in each participating state.

Chapter Five

Key Supporting Activities:

- Creation of local/national/regional steering mechanisms for the WCTE Activity;
- Creation of evaluation process to assess validity of WCTE routes in light of established criteria;
- Development of an electronic network linking the cross-sectoral interests across national frontiers;
- Establishment of links and network tools for cooperation and exchange of goods, services, between the wine, culture, tourism sectors;
- Setting up of a regional coordinating body to manage the Project;
- Development of a Regional business plan;
- Development of a Consortium, Foundation or other structure for the administrative and financial management of the Activity;
- Mapping of vine routes;
- Creation of data banks of information;
- Institutional and professional capacity building;
- Creation of partnerships and structures to promote sustainability;
- Development of universal standards and norms for governing participation in vine routes.

Chapter Six

Partnership

The project is based on a partnership between the wine, cultural and tourism sectors with the object of stimulating cultural and commercial exchange in a way that is advantageous for all partners.

Stakeholders

The stakeholders will be: local cultural communities; NGOs and civil society organisations, wine producers; wine promoters; wine associations, cultural institutions, organisations NGOs and associations and independent cultural actors; tourism bodies, organisations and associations, operators, restaurants. hotels, technology partners, financial institutions; local governments, foundations etc.

Chapter Seven

Sustainable Revenue Development

The Activity is based on a public private partnership which will create revenues in the course of exchange activities. Three principles will operate in this regard:

- A guaranteed percentage of Activity revenues will be funneled back to the Activity to sustain the management and administration of the Activity;
- Equitable redistribution of value to project partners;
- Direct grants to the cultural sector operating in the Activity.

Chapter Eight

Overall Expected Results

- Development of a dedicated vine tourism portal with on-line sales and booking capacity;
- Replicable and sustainable vine route model;
- Stakeholder partnership model;
- Body of norms and standards which can be used to identify a “vine route participating partner” (vineyard, restaurant, hotel, travel service, heritage site etc.);
- Training manuals and publications;
- Vine routes that function according to the agreed standards;
- Internationally accepted ‘label’ for vine routes and participating partners;
- Cultural Fund.

Benefits

Regional benefits:

- Sustaining regional transnational cultural cooperation and dialogue;
- Encouraging intercultural exchange and stability.

National benefits:

- Fostering shared cultural identity;
- Focused regeneration and development of the cultural community;

- Development of targeted dedicated revenue streams to support culture and heritage sites.

Sectoral benefits:

- Cross-sector economic partnership will have positive results for cultural sustainability;
- Creation of new employment opportunities in tourism, cultural and wine industry sectors.