



Council of Europe
Conseil de l'Europe



Cooperation between the European Institute on Cultural Routes and the Organisation of Ibero-American States (OEI): past initiatives and perspectives

12 Training Academy Torres Vedras, 12th June 2012

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Signature of the Memorandum of Cooperation between the EICR and OEI
Madrid January 2018 (Stefano Dominioni and Paulo Speller)



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What is OEI?

The Organisation of Ibero-American States for Education, Science and Culture (OEI) is an intergovernmental organisation aimed since 1949 to foster cooperation among Ibero-American States in the fields of Education, science, technology and culture in a perspective of sustained development and regional integration

3 states in Iberia, 20 in the Americas and 1 in Africa



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OEI basics

- Headquarters in Madrid
- 19 offices in Portugal and the Americas
- Wide experience on cultural ecosystems in all Ibero-American States (private and public actors)
- Capacity to work in sustainable development in Ibero-America through Cultural Routes than enhance cultural heritage and promote territorial development
- Bridge between Europe and the Americas



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Why work together?



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- The Council of Europe Cultural Routes Program may be used as a model for developing CRs In the Americas, for supporting cultural diversity citizenship values and intercultural dialogue
- CRs represent common values and have the potential to promote local culture, economic development, and sustainability
- CRs enhance local natural and cultural heritage and empower local communities
- CRs promote international cooperation and understanding



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OEI mandate 2018

- Guatemala Summit. Punto 17: «Mandato a la OEI para que, en colaboración con el Instituto Europeo de Itinerarios y Rutas Culturales del Consejo de Europa, avance en el desarrollo de un plan de acción de cooperación Euro-Iberoamericana en el marco del convenio suscrito, con el fin de promover la extensión de los Itinerarios y Rutas Culturales certificados por el CoE y colaborar en actividades de investigación y desarrollo de nuevos itinerarios, programas y proyectos para la consecución de los objetivos establecidos conjuntamente».



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Common work



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2019-2020 Analysis of the situation of CRs in the Americas. Elaboration of a strategic plan and search of resources

2020-2022 Conferences and training workshops, on both sides of the Atlantic

2022-2025

RUTELAC- Projects incubator

Development of CRs in Ecuador

Manual for development of CRs (and indicators) in Latin America



A long way ahead, so





www.coe.int/routes

www.culture-routes.net



Institut Européen des Itinéraires Culturels

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Thanks for your kind attention

Muito obrigado

Eladio Fernández-Galiano

Torres Vedras, 12 June 2025

Good afternoon everyone,

I would like to thank the European Institute of Cultural Routes and all other entities linked to the European Federation IterVitis for this pleasant invitation.

I am Deborah Villas-Bôas Dadalt, a journalist, hotel entrepreneur, professional sommelier and wine producer in southern Brazil.

I am also director of Enotourism at APROVALE (the ASSOCIATION OF WINE PRODUCERS OF VALE DOS VINHEDOS) and vice-president of the Brazilian Wine Tourism Association, both entities associated with AMETUR.

I bring you a brief presentation about the work of AMETUR – the World Wine Tourism Association. It has been founded in 2020, in this same city where you are, the beautiful Torres Vedras.

I had the pleasure to witness the efforts of my Brazilian colleague and friend, the tourism expert Ivane Fávero, who, together with the courageous José Arruda, are the founders of this association. They always have worked to promote development and innovation in the world of wine tourism. Today, we are present in 21 countries in South America and Europe, and we are a proud partner of Iter Vitis Europe.

Over the years, AMETUR has grown stronger thanks to the collaboration of professionals and entities from various countries. Through debates, events and, above all, meetings in wine tourism destinations, it is possible to promote every wine-growing region. We believe that sustainable development is the only way to preserve the heritage and the landscape in each wine-growing region.

All of this is especially important for us here in Brazil, which is practically a continent in terms of territorial area. We currently have 18 consolidated wine-growing regions. And many others are in the process of being formed. Each one is positioned in very different climate and soil conditions, with very particular cultural aspects.

We are facing a fast growing of the area cultivated for wine, due to very important innovations that were born right here in Brazil, such as Inverted Pruning or Double Pruning. These are innovative techniques that allow us to harvest wonderful grapes in before unthinkable regions, such as the arid northeast or the mountainous interior of central Brazil.

But along with this growth, there are major challenges. They are not very different from those already experienced by major wine tourism destinations in Europe. Real estate speculation, which sees the beauty of wine-growing regions as an easy profit, ending up on inflating the price of the land, so that young producers cannot establish new wineries; the pressure caused by massive and disorderly tourist flows, which disfigure the immersive experiences typical of the world of wine; and, above all, the inexperience of governments and legislators, especially regarding the real needs for the sustainable development of these precious territories.

The greatest wisdom lies in learning from the experience of others. This is exactly what AMETUR provides us. By sharing your knowledge, acquired over centuries of wine-growing tradition, we

have the opportunity to outline much more successful strategies for our development. Wine tourism was born in Europe, and this is the land of our ancestors. It is only natural that we follow in your footsteps, to avoid mistakes and adopt good examples. This is even more true in regions where European immigration was the main factor for the emergence of wine culture in Brazil. Italian and German colonies in the state of Rio Grande do Sul settled in Serra Gaúcha in 1875. Today, this region has more than 600 wineries and produces around 90% of total Brazilian wine.

But let us not forget that wine first arrived here at the hands of our Portuguese ancestors, especially from Açores. From the north to the south of Brazil, these brave colonizers looked for areas suitable for wine culture and we owed them our first grape varieties. Unfortunately, phylloxera changed this panorama at the end of the 19th century and American hybrid grapes replaced the old European crops. This panorama only changed a few decades ago, with the conversion of our vineyards into European grape varieties. Since this rebirth, our main source of inspiration and knowledge has been our partners in the northern hemisphere, as Brazil seeks its own style of wine that is quite different from other countries in South America.

For all these reasons, the work developed by AMETUR is essential to celebrate wine tourism as an activity capable of providing unique experiences and adding value to territories. Moderate consumption and the preservation of the original culture of each terroir are always important messages reinforced by AMETUR.

I hope to have illustrated in these brief words the importance of the cooperation between wine destinations for the strengthening of our segment. Together, we can debate, facing the challenges and the amazing opportunities of wine tourism. We strongly believe in this cooperation, which is why AMETUR has already organized 8 Latin American Wine Tourism Congresses and another 3 European Congresses, thanks do the coordination of Ivane Fávero and José Arruda. So, thank you very much for this moment, and I would like to take this opportunity to invite you all to come and experience the vibrant wine culture in Brazil, especially here in Vale dos Vinhedos.