



# ITER VITIS , EUROPEAN NETWORK

Iter Vitis France, association under the law of 1901, is taking over the European network “Iter Vitis, les chemins de la vigne” on a national level, acknowledged by the Council of Europe for its mission to commercialise the cultural winegrowing landscapes, bearing witness to our common European heritage

Wine production has always been a symbol of European identity. The technical knowledge behind this production has contributed to the construction of a European citizenship for centuries, common to regions and their inhabitants, and to the construction of national identities.

Several countries in the Mediterranean area share the same cultural landscape. One of the main objectives of this itinerary is to protect this heritage, by highlighting its unique character, its originality region by region, terroir by terroir.

## **The mission**

To promote, in a concrete manner, the European winegrowing heritage considered to be a tangible and intangible property with a high added value,

To promote the knowledge of winegrowing areas and a better diffusion of the European cultural image and identity underline the importance of protecting vineyards and landscapes in accordance with the guidelines of the European Landscape Convention, UNESCO and the Fontevraud charter,

Develop actions aiming to reinforce the wine tourism offer thanks to various promotional tools and through the exchange of good practices and technologies,

Develop a genuine backbone network

Propose educational, cultural, scientific, artistic, social, economic and touristic encounters between members through projects, initiatives and shared activities

## Referencing criteria - REMCI VITIS

### Eligible structures

Museums of France, Interpretation centres, Ecomuseums, Similar bodies with characteristics of cultural interest (Museum, Château, Wine Estate, Ampelographic centre, etc.)

**Themes** Archaeology-Biodiversity- Crafts and Traditions- Vine, Wine & Civilisations

Each structure must be linked to a main, prevailing theme, shown on the interactive map and potentially, to a second theme mentioned in the associated documents and media.

The structures must propose a cultural offer promoting the tangible and intangible winegrowing heritage as a main theme of their activity or as a component of their main theme as part of a Scientific and Cultural Project (updated PSC)

*A structure whose economic activity is predominant (producer, for example), must justify a vine and wine production and an effective wine-culture offer, which is permanent and constitutive of the site's identity.*

In addition, all the structures must meet the following three obligations:

- Propose a permanent mediation (touristic and cultural) -welcome visitors on site -activities linked to the knowledge of the tangible or intangible winegrowing heritage (Organisation and/or hosting of dedicated cultural events)

- Justify a local tourist development approach: -products co-constructed with Tourism development agencies or Tourist Offices -"Vignobles & Découvertes" label -Participate in events with local actors (wine or spirit tourism)

- Enhance the wine-cultural aspect - visibility on the various communication media

- display the affiliation to the Iter Vitis network (logo, website link, etc.)

Applications are submitted to the Board of Directors' for decision after an investigation has been carried out by the members of the scientific advisory board.

The applications which do not meet all the criteria may be considered subject to implementation of the scientific advisory board's recommendations.



## Listing conditions

Being listed involves adhering to IITER VITIS FRANCE and to a collective approach of national and European partners with sustainable development values, who are advocates of a cultural and heritage approach, in particular via the touristic development of territories.

The member's commitment:

- support the animation actions initiated or led by the Iter Vitis France association
- encourage their own partners to participate in the animation and benefit from negotiated preferential rates,
- share and exchange information with other members of the Iter Vitis network,
- promote the Iter Vitis cultural itinerary through their own networks and communication documents, by including Iter Vitis' cultural itinerary logo and the link to the @itervitisfrance website and dedicated REMCI VITIS @site
- respect the Board of Directors' decisions



## Conditions of membership

Annual subscription -500€ Free in 2023  
College 4: REMCI VITIS-listed public or private structures (listing conditions attached)

The member structures will be shown on the dedicated interactive map and will receive a distinctive plaque to be displayed on the member's administrative site. The plaque shall be supplied by Iter Vitis France

**As an Iter Vitis France member**, you will have the opportunity to:

- represent your destination in the European network
- promote your structure in the EU
- publish your events on the dedicated digital media
- join other people from all over Europe
- participate in good practice exchange visits and share your experience
- participate in European conferences and meetings dealing with specific topics and themes
- receive information from other European networks



## Listing request form

to be sent in digital format to [itervitisfrance@gmail.com](mailto:itervitisfrance@gmail.com)

Name of the applicant structure :

Address:

Web site :

### Person in charge of the application form

Surname - First Name:

Phone:

Job:

Email

The information requested below will be used to draw up the documentation, provide arguments to the scientific advisory board members, as well as prepare the publications to advertise the structures

### The applicant structure :

- Museum       Interpretation centre       Ecomuseum
- Similar body with characteristics of a cultural interest  
(specify which - see listing criteria)

### The elements required for the listing

Documents to be provided

Detailed presentation of each of the points specified in the regulations  
(cf Listing criteria)

Membership slip

### Other attached files

High definition photos (max. 5 photos) - Video approx. 1 min (max. 2 videos)

PSC      Press kit      Brochure      Other

I have read and agree to the regulations, the listing and membership conditions.

Date:



Name of the signatory:

Signature and stamp



## ITER VITIS FRANCE Membership slip

I, the undersigned,

Name: ..... First Name: .....

Acting as: .....

On behalf of (name of the structure) .....

Address: .....

Post Code: ..... Town: .....

Phone: .....

Email: .....

Would like to become a member of the IterVitis France association  
and join the college 4

**College 4:** Public or private structures listed on the REMCI VITIS  
European cultural route of museum, interpretation centre, ecomuseum, similar  
bodies, cultural association, other, etc.

I declare that I have read the association's statutes and conditions of membership.

Signed in on

Signature and stamp

All pages must be initialled.