

Programme funded by
EUROPEAN UNION

SEA OF WINE



Sustainable Development Progress Report



Reporting on our progress, actions, and transformations we've achieved so far in relation to the attainment of the Sea of Wine project





ONAFT

Managment

Many administrative procedures had to be implemented in order to ensure the successful and effective beginning of the project during the reporting period. The Project Coordinator, Project Assistant, and Accountant were appointed. All the Instructions received by ICARE were studied by the project implementation team. Within this period ONAFT has attended all weekly Kick-off meetings organized by ICARE. The project registration according to the national legislation was done - 100 %

The implementation of the Project needs the procedure for the recruitment of Reacher, Database specialist, Communication specialist, Auditor, and transport company for local travel for GA T1- Develop Black Sea Wine Route. At this point organizations that are necessary for contracting were done.





ONAFT

Develop Black Sea Wine Route: Reseacher

Adaptation of the Report is completed 100% by ONAFT according to the comments regarding DT1.1.1. The Researcher was responsible for the country-level report on this Activity. The Report on Background project based on analysis upon the results of projects that were funded within the Black Sea CBC Programme 2007-2013, placing special focus on activities of local and regional tourism development, social entrepreneurship, and network creation in the Black Sea region.





ONAF

Develop Black Sea Wine Route: Data Base specialist

At this point, ONAF made two local travels around the Odessa and Mykolaiv regions improving the database of wineries, HORECA objects, and tourist infrastructure for developing wine routes.

Regarding D.T1.2, during the reporting period, the ONAF Database specialist is working to fill in an Excel format file for the development of country-level databases of the wine tourism sector in Ukraine (100% progress achieved so far).



Route planning strategy



At the heart of our route planning strategy, we have laid the importance of terroir in the formation of wine. We are deeply convinced that Terroir is not only about soil and climate.

The term Terroir, undoubtedly one of the most important for winemaking, is often used in the broadest sense of the territory, where grapes grow and then the wine is produced. These are the people who inhabited this territory, these are the methods of caring for grapes, this is the history that allowed us, descendants, to enjoy the results of winemaking.

This is why we have expanded the wine routes: city excursions; achievements in winemaking of individual families; national characteristics; walks in the parks; features of growing grapes and protection against its diseases; ships invaluable for the Black Sea; legends for tourists.





ONAFT

Communication

Communication activities are really important for the project to achieve its goals and will need to be adjusted accordingly in order to remain effective and well-timed. Due to COVID-19, the communication activities had promoted the project across several online channels and platforms which pitch information about the project, its benefits for the region, and wine tourism. ONAFT Communication specialist has worked to contribute her input to the Communication Plan, of promotion with regular posts on ONAFT websites and the Project's Facebook page.



- 19 posts, coverage is 9084



- 10 posts



Target Groups

ONAFТ is negotiating and selecting project participants including wineries and businesses of HORECA sector (hotels, restaurants, cafes), tour agencies and operators, regional public authority and others

SME

Negotiations were held and agreements were obtained from the following wineries: Winemaker's Station, Fedir Telpis winery, LLC Shampan' Ukrayiny, private enterprise Dionysus, LLC Agro-Dar trademark Vinlyuks. Besides this ONAFТ was visited by winemakers of the wine-making company by Prince P.M. Trubetskoy from the Kherson region.

GENERAL PUBLIC

On the 26 th of November 2020 ONAFТ organized the Second Tourism Forum with international participation "Creative tourism. Traveling and Finding yourself" to promote the growing trend of creative and enogastronomic tourism. Totally amount of audience was more than 200 participants.

LOCAL PUBLIC AUTHORITY

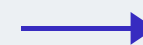
Association of Guides of Odessa

SECTORAL AGENCY

National Tourism Organization of Ukraine,

REGIONAL PUBLIC AUTHORITY

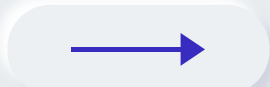
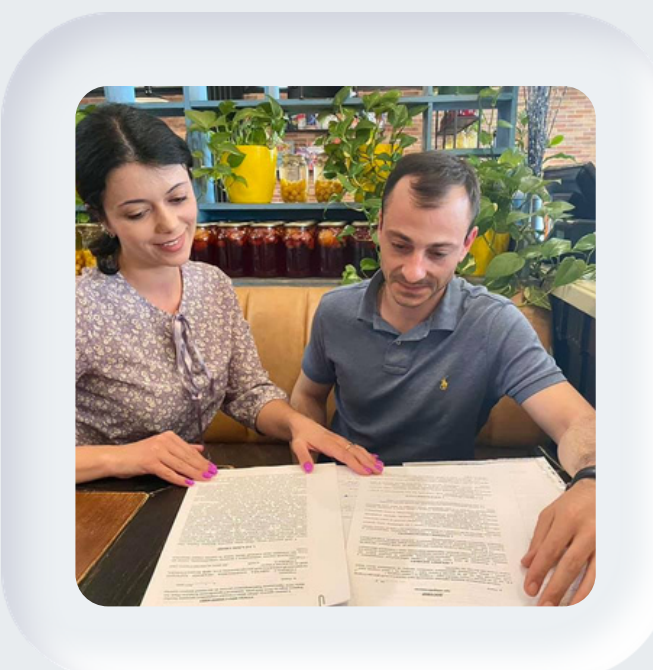
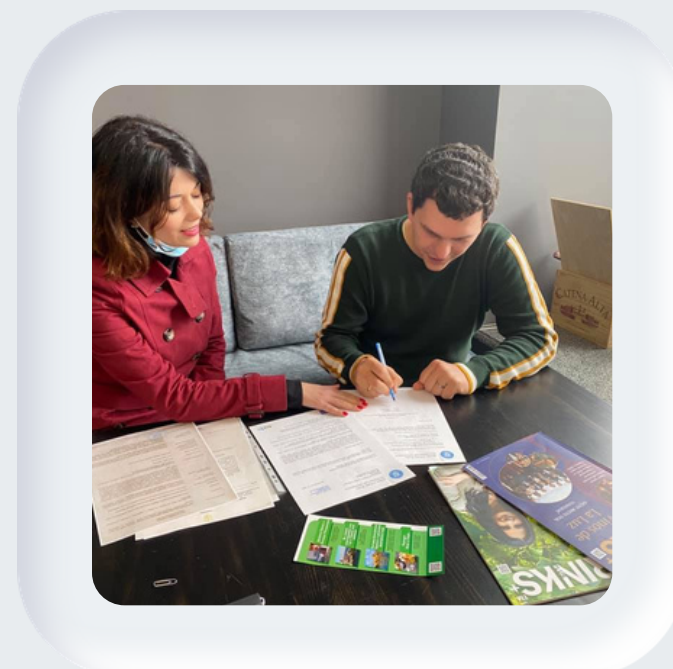
Odessa Association of Tour Operators and Agencies, Foundation for Tourism Development in Territorial Communities





Programme funded by
EUROPEAN UNION

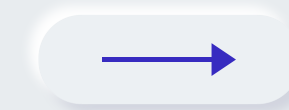
SEA OF WINE





Programme funded by
EUROPEAN UNION

SEA OF WINE





SEA OF WINE



Thank you for
your time!

PARTNER 3: ODESSA NATIONAL ACADEMY OF
FOOD TECHNOLOGIES

CORPORATE WEBSITES

www.onaft.edu.ua
inter.onaft.edu.ua
tourism.onaft.edu.ua

SOCIAL NETWORKS

www.facebook.com/dep.tour.bus

EMAIL ADDRESSES

olenameliikh@gmail.com
margie88svet@gmail.com
beshleul.kristina@icloud.com