

# NEWSLETTER 1

WINOVATE-Non Alcoholic Wine as a vehicle of Innovation and Value for Agri-food Training and Education

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ERASMUS+ KA210-VET: Small-Scale Partnerships  
In Vocational Education And Training

## WINOVATE Kick off meeting – Online Meeting (07.11.2023)

On November 7, 2023, the WINOVATE project team organized an online meeting via ZOOM with the primary purpose of discussing key project issues, ensuring that all participants clearly understood the project objectives, and defining the specific roles and responsibilities of each partner. This meeting aimed to foster clear communication and effective teamwork throughout the project's duration. By aligning everyone's understanding and expectations, we aimed to streamline collaboration and enhance the overall efficiency of our efforts. The session provided an opportunity for partners to ask questions, clarify any uncertainties, and establish a solid foundation for successful project execution.

## Project Code: 2023-1-HU01-KA210-VET-000151814

WINOVATE project aims to demonstrate the dual value of non-alcoholic wines. This initiative highlights non-alcoholic wines not only as an alternative to traditional alcoholic beverages but also as a significant economic opportunity. The project emphasizes the importance of specialized vocational training for students in associated agricultural institutions, which will enhance their employability in wine-growing firms and increase their potential to start their own businesses.

The precise objectives of WINOVATE project are:

1. To educate younger generations about alcohol-free wine.
2. To facilitate the exchange of best practices between students and educators regarding non-alcoholic wine.
3. To empower educators with the means to produce non-alcoholic wine.
4. To enhance the employability of VET (Vocational Education and Training) agro and culinary students' post-graduation.

## Target groups

WINOVATE project targets secondary school trainers and administrators, individuals interested in learning about non-alcoholic wine, and secondary school students. Trainers and administrators will gain specialized knowledge and skills to enhance their teaching practices, while students will benefit from innovative educational tools and insights into non-alcoholic wine production. All participants will be empowered with valuable expertise and opportunities within this emerging sector.

## Inclusion Criteria

The selection of trainers and students considers individuals with physical, social, and economic difficulties. Trainers are selected in conjunction with the EU project manager and the Consortium, while students are chosen through online meetings with trainers and the Consortium. The focus is primarily on rural and underserved areas to ensure comprehensive engagement and support for disadvantaged individuals.

