

ALTOUR-MED

2022-2-MT01-KA210-VET-000096406

KA210-VET - Small-scale partnerships in vocational education and training



Good Practices: *[In Progress] [Italy]*



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Practice number	3
Name of the Practice	<i>Valle dell'Acate</i>
Category	<i>Ecotourism</i>
Type	<i>Case Study (tourism business or destination)</i>
Developer / initiator	<i>Giuseppe Jacono Jr. in 1981</i>
Short description	<i>Valle dell'Acate is a Sicilian estate that combines tradition and innovation to produce high-quality wines. It offers various activities like wine tastings and vineyard tours, and is committed to environmental sustainability. The estate is recognized for its eco-friendly practices and is certified with the "VIVA sustainable wine" protocol.</i>
Goal	<i>The purpose of Valle dell'Acate is to produce high-quality wines by combining tradition and innovation. Its philosophy is based on continuity, respect for nature, and the constant pursuit of quality, guided by the dedication of Gaetana Jacono.</i>
Detailed description	<p><i>Valle dell'Acate is a fully organic company committed to environmental sustainability. Continuous transformation, experimentation, and the adoption of sustainable production practices characterize the entire supply chain of the company. The Biddini Soprana and Sottana estate represents a biological richness with complex ecosystems that make up the biosphere.</i></p> <p><i>Valle dell'Acate's commitment translates into concrete actions such as the use of efficient irrigation systems, territory requalification, and the "7 lands for 7 wines" project. The company is certified with the "VIVA sustainable wine" protocol, measuring the sustainability of the vine-wine supply chain, participating in a national pilot project by the Ministry of the Environment.</i></p> <p><i>The Vigneto Italia Energy Community project, in collaboration with the Banca Agricola Popolare di Ragusa, aims to involve agricultural and winemaking enterprises in the shared management of an energy plant, obtaining state incentives to be redistributed.</i></p> <p><i>The VIVA sustainable wine protocol values sustainable practices in the vineyard and aims to consolidate the environmental quality of the</i></p>

	<p>supply chain, combining local tradition, scientific innovations, and technology.</p> <p>The Ministry of the Environment supports the Italian wine sector in the global context of companies with environmental certification, promoting Corporate Social Responsibility. The three-year VIVA project aims to make Italian wine a "flagship product" of sustainable development.</p> <p>For its environmental commitment, Valle dell'Acate received the Eco-friendly Award 2014 from the Vini Buoni d'Italia Guide in collaboration with Verallia, recognition for the adoption of eco-friendly practices.</p> <p>Besides, Valle dell'Acate engages visitors through guided wine tastings, vineyard tours, cooking classes, culinary events, agritourism accommodations, and direct product sales. With wine club memberships, special events, educational programs, and a focus on sustainability, the estate offers an authentic and educational Sicilian experience while contributing to local cultural preservation and sustainability.</p>
Innovativeness	<p>Valle dell'Acate stands out for its innovation through a total commitment to environmental sustainability. It employs sustainable production practices, such as efficient irrigation systems, and has developed unique projects like "7 lands for 7 wines." Collaboration in community energy projects and certification with the "VIVA sustainable wine" protocol further highlight its cutting-edge approach. The company is recognized and awarded for adopting eco-friendly practices, demonstrating an innovative stance in the wine industry.</p>
Financial aspect	<p>€€ = Moderate investment</p>
Country	<p>Italy</p>
Transferability	<p>This model could be transferred to other contexts by customizing its practices based on local characteristics, actively involving the community, and adhering to the regulations of the new environment.</p>
Website and/or relevant links	<p>https://www.valledellacate.com/en/</p>
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