Divina Wine Hub Šmarje

This DIVINA WINE HUB is a sales and technology hub to support created by young winemakers of wine-growing region of Slovenian Istria, who want to ensure efficient future appearance in domestic and foreign markets, as well as an innovative industry

Issues Faced

1) Establish supportive environments for the development of entrepreneurship
2) Establish a joint producer organization for the wine sector
3) A joint market presence of agricultural producers and tourism providers
Three key learning potentials areas have been identified:
1. Participation of young winemakers
2. Identfication and use of advanced ICT technologies in joint promotion, marketing and sale of the common and individual products – wines
3. Economic effeciency and optimisation of business potential.

Key Objectives

1) encourage entrepreneurial activities
2) develop a market for local typical products of Slovenian Istria
3) enhance environmentally friendly production of local products based on sustainability, as well as following EU environmental guidelines,
4) ensuring awareness of the importance of the natural and cultural heritage of Slovenian Istria
5) develop Slovenian Istria into an ecological wine destination
6) new innovative marketing app
Difficulties encountered

Main Results

Through this good practice, the beneficiaries will also be other stakeholders from the area of Slovenian Istria (wine merchants and distributors, producer associations, consortia, farms and tourist organizations, municipalities etc.), however, this good practice is mainly focused on winemakers, as in 2020 at least 15 young winemakers and 5 support organizations will be involved