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The results

of the project should be implemented into national training programmes for winemakers with reference to Europass, EQF and ECVET and included in follow-up projects extending the project's concept to other topics and languages. Well-known languages with a global dimension such as German, French, Italian and Spanish will make the results easily accessible and useful on a European level to increase competitiveness.

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Foreign language learning
for winery small and medium
enterprises

*Language learning
connects the
wine regions
of Europe*



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European winery

small and medium enterprises have so far not received sufficient support in foreign language learning. The current economic situation and the acquisition of new markets have brought new challenges for the target group which can be met only through the knowledge of foreign languages.

The aim

of this project is to develop a basic language learning programme as well as motivational strategies to increase the foreign language awareness of winemakers through the topic "wine" in accordance with the Common European Framework of Reference for Languages (A1, A2 and B1), adapted for LSP. The needs analysis defines the linguistic requirement profile and the media preference of the target group. The didactic concept and methods allow non formal and informal learning according to the Bordeaux-Communiqué.

The project

links linguistic and cultural aspects of German and Romance language speaking regions of the European Union via the topic wine demonstrated by an impulse film, an advertising folder, a multilingual booklet of LSP wine, a wine region brochure and a brochure on sustainability. The target group will be accessed through various forms of media: study video and ICT via the multilingual project homepage through podcasts, emails containing short study units and webquests for revision as well as a discussion platform. The material developed in the project will enable a long term and an EU-wide study coordination of FLL for LSP.