



UNESCO APPLICATION
INTANGIBLE CULTURAL HERITAGE
OF HUMANITY

the State of Play

This application presents a unique opportunity to raise awareness among various segments of island society about the importance of vinegrowers in preserving Madeira Wine Traditions.



The University of Madeira has formally submitted the request to register Madeira Wine Traditions in the [National Inventory of Intangible Cultural Heritage](#). This is one of the steps required for the submission of an application to UNESCO. The preparation of the technical dossier was based on the **study** of the vast wealth of data on the cultural manifestation under analysis, collected by researchers from different areas of knowledge, since the beginning of the twentieth century. The **fieldwork** also included the collection of **72 audio interviews** of individuals from the entire Madeira Wine community, among which 24 are vine growers.

Another line of action, initiated at the interview stage, was to raise awareness among vine growers of the need to be represented by a collective, namely a **socio-professional**

association. This would allow them to take an active part in the decisions that will shape their future, being a very important step to ensure the survival of their activity.

The methodology adopted for preparing the application prioritized **community participation** in the heritagization process whenever possible. Thus, each of the eight companies authorized to produce Madeira Wine was asked to select and provide photographic and audiovisual material from their collections. The objective is to document the application for registration in the national inventory of ICH. This resulted in the collection of **278 photographs and 5 videos** documenting the production process, from trellis to bottling. One of these companies ([Madeira Wine Company](#)) also provided copies of several **documents unpublished** to date, preserved in its corporate archive. These document important occurrences for the history of the cultural manifestations under analysis.

One of the most important actions carried out, as part of the preparation of the application, was its presentation to a **wide range of entities**, from Regional Government bodies, city councils, companies in the sector, non-profit cultural and recreational organizations, etc. The following are the meetings held with these entities and their respective dates:

- 18/04/2024 – meeting with the President of the [Região Autónoma da Madeira](#).
- 12/06/2024 – meeting with the President of the Mesa da Secção dos Vinhos da [ACIF-CCIM](#).
- 19/06/2024 – meeting with the Assembleia da Mesa da Secção dos Vinhos da [ACIF-CCIM](#).
- 25/06/2024 – meeting with the President of the [Confraria Enogastronómica da Madeira](#).
- 26/06/2024 – meeting with the manager and the staff of [Henriques & Henriques](#).
- 27/06/2024 – meeting with the manager and the staff of [Madeira Wine Company](#).
- 03/07/2024 – meeting with the manager and the staff of [H. M. Borges](#).
- 03/07/2024 – meeting with manager and the staff of [J. Faria & Filhos](#).
- 04/07/2024 – meeting with the manager and the staff of [Justino's Madeira](#).
- 04/07/2024 – meeting with the manager and the staff of [Vinhos Barbeito](#).
- 11/07/2024 – meeting with the manager and the staff of [Madeira Vintners](#).
- 15/07/2024 – meeting by Zoom with the Vereadora da Educação e da Juventude of the [C. M. do Porto Santo](#).
- 17/07/2024 – meeting with the Vice-Presidente of the [C. M. da Calheta](#).
- 18/07/2024 – meeting with the President of the [C. M. de Câmara de Lobos](#).
- 18/07/2024 – meeting with the Vice-President of the [C. M. de Santa Cruz](#).
- 22/07/2024 – meeting with the [Diretor Regional das Comunidades e da Cooperação Externa](#).

- 22/07/2024 – meeting with the manager and the staff of [D'Oliveiras](#).
- 22/07/2024 – meeting with the oenologist of [Justino's Madeira](#).
- 22/08/2024 – meeting with the manager of [Quinta das Vinhas](#).
- 26/08/2024 – meeting with the President of the [CDISA](#); meeting with the manager of [Ferreira's](#).
- 28/08/2024 – meeting with the [Diretor Regional da Cultura](#).
- 30/08/2024 – meeting with the President of the [Instituto do Vinho, do Bordado e do Artesanato da Madeira](#).
- 02/09/2024 – meeting with the owner of [Quinta de Santa Luzia](#).
- 09/09/2024 – meeting with the [Secretário Regional da Economia, Turismo e Cultura](#).
- 24/09/2024 – meeting by Zoom with the CEO of [Saraiva Inc.](#) de New Bedford (E.U.A.).
- 30/09/2024 – meeting with the Vice-President of the [C. M. da Ponta do Sol](#).
- 02/10/2024 – meeting with the Vice-President of the [C. M. da Ribeira Brava](#).
- 08/10/2024 – meeting with the Director of the [Centro Cívico do Estreito de Câmara de Lobos](#).
- 08/10/2024 – meeting with the Vice-President of [C. M. de Machico](#).
- 21/10/2024 – meeting with the President of the [Câmara Venezuelana Portuguesa de Comércio, Indústria, Turismo e Afins](#).
- 29/11/2024 – meeting with the President of the [Associação Serras da Ilha](#).
- 17/01/2025 – meeting with the President of the [Junta de Freguesia do Estreito de Câmara de Lobos](#).

We were also **present at events** such as [EXPO MADEIRA](#) (Barreiros Stadium, 13/07/2024), providing information about the application to visitors to the fair, at the stand of the University of Madeira.

The involvement of the community did not stop there, however. Students in the 2nd year of the undergraduate degrees [Hotel Management and Management \(ESTG\)](#); orientation: [AJMS](#)) and [Estudos de Cultura](#) (DLLC da [FAH](#); orientation: [NNN](#)) presented the application and its objectives to a total of 24 **local institutions**, including parish councils, Casas do Povo, community centres, secondary schools, senior universities, associations with cultural and recreational purposes, etc. They are:

- 28/10/2024 – [Associação de Desenvolvimento Comunitário – Garouta do Calhau](#) (Funchal).
- 04/11/2024 – [Universidade Sénior](#) (Ribeira Brava).
- 04/11/2024 – [Escola Profissional Cristóvão Colombo](#) (Funchal).
- 05/11/2024 – [Conselho de Cultura da UMa](#) (Funchal).

- 05/11/2024 – [Centro de Dia de São Roque](#) (Funchal).
- 07/11/2024 – [Faculdade de Arte e Humanidades da UMa](#) (Funchal).
- 08/11/2024 – [Junta de Freguesia de São Gonçalo](#) (Funchal).
- 11/11/2024 – [Lar Jardim do Sol do Caniço](#) (Santa Cruz).
- 13/11/2024 – [Centro de Convívio Professor Virgílio Pereira](#) (Funchal).
- 13/11/2024 – [Departamento de Línguas, Literaturas e Culturas](#) (Funchal).
- 14/11/2024 – [Junta de Freguesia do Estreito de Câmara de Lobos](#) (Câmara de Lobos).
- 18/11/2024 – [Casa do Povo de Câmara de Lobos](#) (Câmara de Lobos).
- 18/11/2024 – [Junta de Freguesia da Sé](#) (Funchal).
- 18/11/2024 – [Universidade Sénior do Imaculado Coração de Maria](#) (Funchal).
- 18/11/2024 – [Junta de Freguesia de Santa Maria Maior](#) (Funchal).
- 26/11/2024 – [Associação Grupo de Folclore da Calheta](#) (Calheta).
- 27/11/2024 – [Esboço Subtil Lda](#) (Funchal).
- 29/11/2024 – [Escola Secundária Francisco Franco](#) (Funchal).
- 04/12/2024 – [Biblioteca Municipal de Câmara de Lobos](#) (Câmara de Lobos).
- 04/12/2024 – [Escola Superior de Tecnologias e Gestão](#) (Funchal).
- 09/12/2024 – [Centro Sénior das Cruzes](#) (Funchal).
- 10/12/2024 – [Casa do Povo da Camacha](#) (Santa Cruz).
- 12/12/2024 – [Escola Profissional de Hotelaria e Turismo da Madeira](#) (Funchal).
- 17/12/2024 – [Departamento de Línguas, Literaturas e Culturas](#) da UMa (Funchal).
- 10/02/2025 – [UNESCO Winter School](#) “Digital Media for Island Tourism. The case of Madeira and its heritage” (USI/ FLUC/ESHTe/UMa, Funchal).



In each of these clarification sessions, the students asked to the audience [why the respective entity should give its consent](#) to this initiative. The ideas that came from this sharing of knowledge were then transmitted to the respective directive office of the host entities, and they were asked to provide a [letter of consent](#), with a view to formalizing the request for registration on the ICH Representative List.

All these initiatives have in turn created the opportunity to explain personally and locally [what intangible cultural heritage consists](#) of and the representative list that UNESCO has dedicated to it. It was also possible to clarify, first-hand, the difference between this list and that of the [World Heritage](#). Madeirans often confuse them, due to the unsuccessful [application of Madeira's levadas](#), carried out by the [Regional Secretariat for Agriculture, Fisheries and Environment](#), together with other bodies, including the [Regional Directorate of Culture](#) (which UNESCO recommended be reformulated) .

The application of the Madeira Wine Traditions is also a unique opportunity to raise awareness among the different segments of island society about [the importance of vine growers](#) in the continuity of this cultural heritage. We thus echoed the concerns expressed by many of them during the interviews, regarding the **increasingly weak economic return** of their effort and the **low social valuation** of their work. The importance of this socio-professional group was in fact one of the key ideas focused during the [kick-off ceremony of the candidacy](#), which took place at the University of Madeira, on September 11, 2024. The auditorium was completely filled, which shows the affection that the community has for the cultural element object of the application for registration under analysis. The wide coverage of this event by the regional, national and international media has in turn given the possibility of expanding the reach of this initiative.



The public discussion of the [Charter for the Safeguarding of Madeira Wine Traditions](#), announced on that day, was scheduled for December 14, 2024. These initiatives were important because the success of the candidacy depends, to a large extent, on the buy-in of all the living forces in the region. In addition, the panel of participants should be **interdisciplinary, cross-sectoral and open to all stakeholders**, starting with the vine growers. This was the reason that led us to schedule the public discussion at the Civic Center of Estreito de Câmara de Lobos, a parish self-titled "Land of Wine". The municipality of Câmara de Lobos collaborated in the organization of this event.

The participation of third parties, namely the municipalities, the Regional Government, academia and the people's houses, was aimed at highlighting the **importance of this activity** for the economic, social and cultural life of our region. It was a **hybrid meeting**, using videoconferencing tools, facilitating the participation not only of the **Porto Santo community**, but also of the communities of the **Diaspora**. Generally, these are left out of this type of procedure (as previous studies have shown), but also of **importers** and **connoisseurs of other nationalities**. All of them are part of the **Madeira Wine Heritage Community**, which is defined as the group of people who mobilize in favor of its viability, in the [document](#) presented this day.

Viticulture and Madeira Wine Traditions Looking for a Safeguarding Plan

14 December 2024

Centro Cívico do Estreito de
Câmara de Lobos

- 17h00 Opening by Rossana Santos (UMa - ESTG / CITUR)
- 17h05 Intervention of Lino Pinto (vine grower)
- 17h20 Intervention of Humberto Jardim
(Pres. of the Mesa da Secção dos Vinhos
ACIF CCIM)
- 17h35 Intervention of Steve Duarte
(Chairman Museum of Madeiran Heritage)
- 17h50 Intervention of Roy Hersh (journalist)
- 18h05 Intervention of Leonel Silva
(Pres. of the Municipality of Câmara de Lobos)
- 18h20 Intervention of Tiago Freitas (Pres. of the IVBAM)
- 18h35 Intervention of Miguel Albuquerque
(Pres. of the Regional Government)
- 18h50 Reading of the Madeira Wine Traditions
Charter by Naidea Nunes
(UMa - FAH / CITUR / CLUL / CIERL)
- 19h00 Discussion moderated by António Silva
(UMa - ESTG / CITUR)
- 19h30 Madeira of honour & signatures collecting
- 20h00 Closing of the event

*Appollo, "latada"
Funchal, 2024.*


UNIVERSIDADE da MADEIRA


CÂMARA DE LOBOS

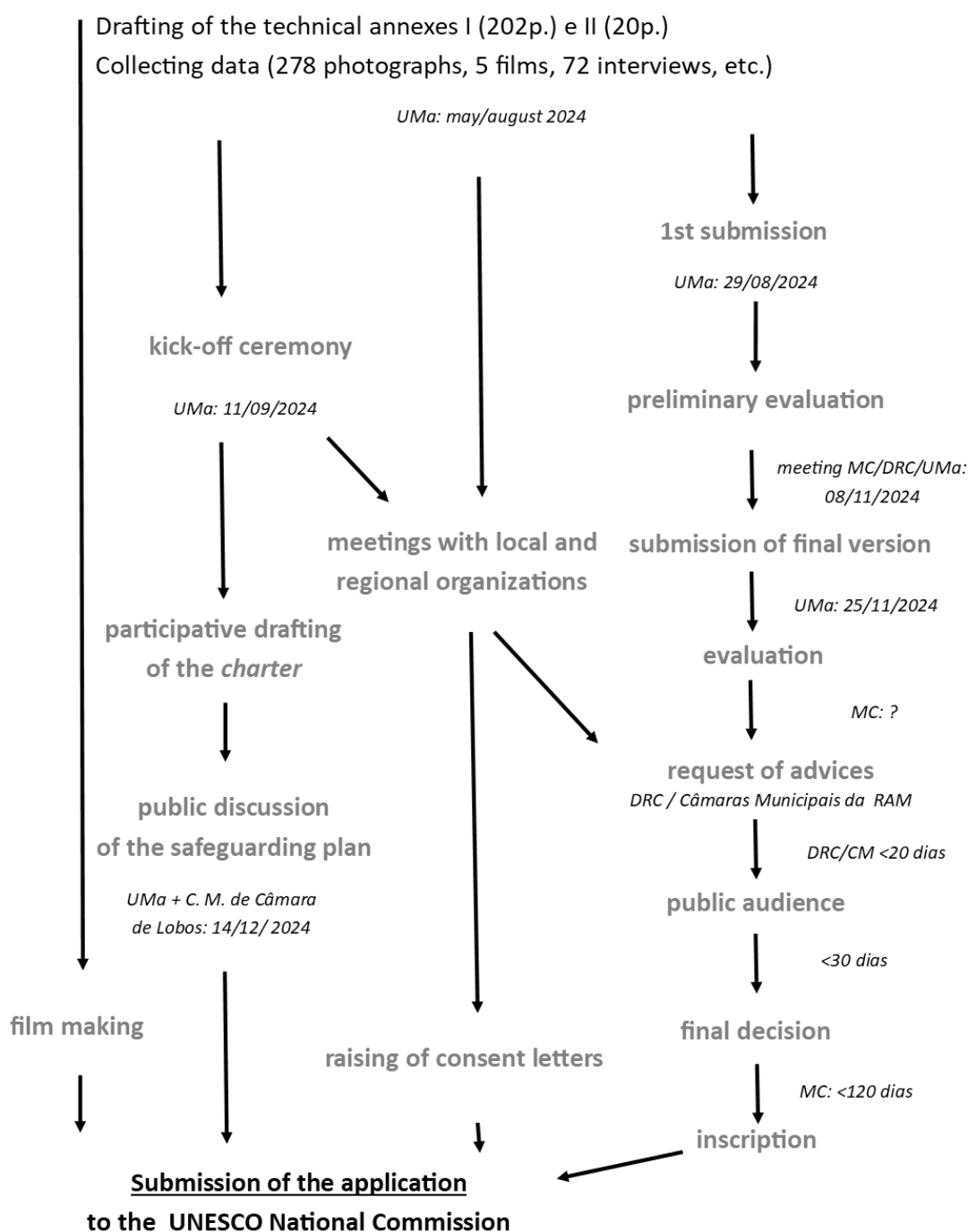
*Grupo de Trabalho - Tradições do Vinho Madeira
a Património Cultural Imaterial da Humanidade*

This Charter, or "Charter" as it is called in UNESCO arenas, is a central element of the application. It is a kind of declaration of principles that demonstrates the commitment of the community, which proposes the nomination, to make the cultural element that it intends to inscribe viable. A first version of this document was provided, well in advance, to all the entities mentioned above, namely all the competent bodies of the Regional Government and all municipal councils, parish councils, community centres and other

non-profit cultural and recreational organizations in the Autonomous Region of Madeira and beyond.

Everyone thus had the opportunity **to analyse its content, request clarifications, suggest amendments or even additions**. On December 14, 2024, it was possible to present a definitive document, right at the end of the meeting, which could be ratified immediately by those present, either physically or virtually. Those who did not have the possibility to participate in this event still have the possibility to [consult the Charter](#) and, if you approve its content, [subscribe to it here](#).

Drafting of the application to the National Inventory of ICH



We are now awaiting the assessment of the application for registration of Madeira Wine Traditions in the national inventory of intangible cultural heritage, a *sine qua non* condition to be able to proceed with the **formalization of the application** with the National Commission of UNESCO.