



INTANGIBLE CULTURAL HERITAGE OF HUMANITY

APPLICATION PROMOTED BY



Representative List of the Intangible Cultural Heritage of Humanity

Convention for the Safeguarding of Intangible Cultural Heritage (2003), signed by Portugal in 2008.



“... practices, representations, expressions, knowledge and skills [...] that communities [...] recognize as part of their cultural heritage [...], transmitted from generation to generation, constantly recreated by communities [...], providing them with a sense of identity and continuity, ...”

It is not the Madeira wine itself, its history, the built heritage, or the vineyard landscape that matters most ...



... but rather the social and cultural practices that give it life.



- Unusual winemaking techniques that involve extensive manual labour and traditional know-how;
- A “nano-farm system” with approximately 400 hectares cultivated by around 1,200 farmers;
- The continuity of the tradition depends on verbal agreements, renewed year after year, between farmers and export houses;
- A remarkable ageing capacity turns old bottles into genuine time capsules, and each wine lodge into a true "vineous museum".

... that make
this tradition
unique.



A shared heritage, simultaneously glocal and transcultural.



There are few tangible and intangible heritages that are not related to Madeira wine, making it a central element of the collective identity of Madeirans and their diaspora.

At the same time, it is their most identifiable cultural legacy abroad, having been appreciated for centuries in countries across Europe, America, Africa, Oceania, and Asia, both as a drink and a culinary ingredient.

Around 1,200 farmers tend the vineyard.



Madeira wine enthusiasts around the world.

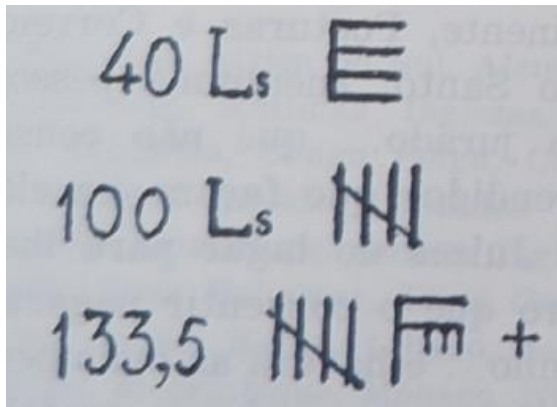
Around 1.5 million emigrants and their descendants.



Around two hundred employees of the export wineries

Communities and groups involved

A 'complicated' transmission process.



FACTS ABOUT PORT
AND MADEIRA,
WITH
NOTICES OF THE WINES VINTAGED AROUND LISBON,
AND THE WINES OF TENERIFE.



From the beginning, the knowledge related to the vineyard and Madeira wine has been transmitted in a nonlinear way, combining the written word, oral teaching, and learning by example.

This process takes place through constant exchanges — although not always simultaneously — between those who cultivate the grapes, those who make the wine, and those who appreciate it.

“Know-how”, “knowing how to tell”, and “tasting code”

The intangible dimension of this heritage lies not only in the vast know-how that makes it unique, but also in a very old “knowing how to tell” and “tasting code” refined by each generation.



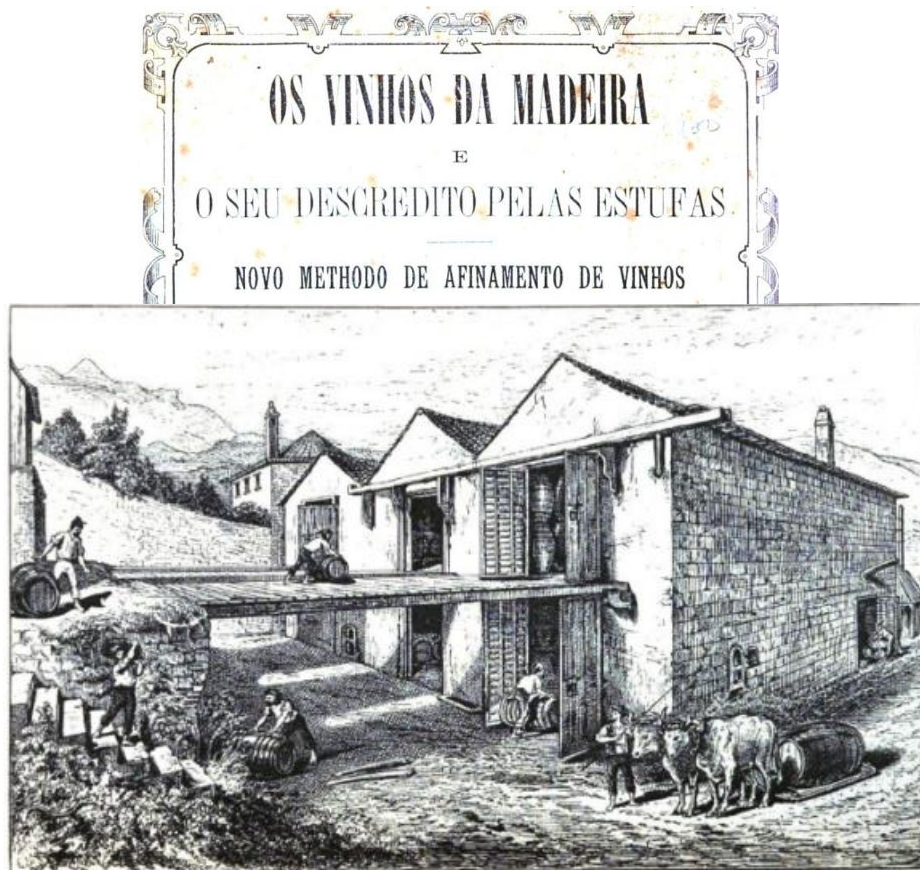
The “knowing how to tell”



The “knowing how to tell” is what gives all the involved parties a sense of belonging to the same heritage community, despite the ocean that separates them.

It is fundamentally a consensual and unifying way of explaining Madeira wine, which locates its origin not on land, but at sea.

Know-how: innovation is part of the DNA of this tradition.



This narrative serves to explain why the wine production techniques of Madeira have been continuously evolving since they first appeared, about 250 years ago.

What makes this know-how unusual is not only the methods used, but the practical way in which, generation after generation, its bearers have managed to maintain a delicate balance between preserving tradition and introducing innovations.

Even so, it remains a 'heritage' wine because it stays true to a living tradition, which is also legally recognized.

The “tasting code”: a Cosmopolitan Tradition”



It is the “tasting code” that makes the case of Madeira wine very special, if not unique. In fact, the vast majority of those who value it are not from Madeira.

It is a very diffuse community, scattered across more than 60 countries on all continents, with its true size unknown.

Some nations even claim Madeira wine as part of their national culture.

Ecological sustainability



Operating in a fragile ecosystem, Madeira's producers and distributors are fully committed to reducing their carbon footprint.

The fact that the work in the vineyards is done almost exclusively by hand also drastically limits the emissions of CO₂ and other polluting gases released into the atmosphere by agricultural machinery.

Social sustainability



Although it is a small-scale activity, Madeira wine is fundamental for the maintenance of the entire agricultural sector.

Farmers are essential to reducing food imports needed to supply the islanders and around 2 million tourists. Their resilience helps maintain the picturesque landscape that makes this destination so attractive.

Cultural sustainability



Many producers would have already given up their activity without the income they earn from the grapes they sell at each harvest. The other edible plants they cultivate, often in the same plots, are less profitable. The continuity of the Madeira wine tradition largely depends on the rural lifestyle and the cultural practices associated with it.



Challenges for the (near...) future.



In this case, the problems of overproduction that affect other wine regions do not occur. The viability of this sector in the medium term will depend less on demand and more on supply.

Demographic pressure is the greatest threat to its vineyards.

The abandonment of the vineyards is also linked to the low social appreciation of farmers, which makes the profession unattractive to new generations.

The art of cooperage suffers from the same problem.

The application: what is it for?



As viticulture is a sector in which it has long been involved, the University of Madeira is committed to helping find new solutions to these challenges.

The application is just a first step that will allow testing to what extent boosting the self-esteem of those who persist in perpetuating this tradition—drawing attention to its cultural and social importance and to the problems it currently faces—will be a key element in keeping it alive.

The application: what is being done?



- 1 Fieldwork and studies aimed at preparing the application;
- 2 Preparation of the application dossier;
- 3 Production of a film to be submitted to UNESCO along with the application;
- 4 Dissemination and request for letters of consent from regional, local organizations and non-governmental entities;
- 5 Submission of the application to the National Committee of the PCI (Intangible Cultural Heritage), for approval and preliminary registration in the national PCI inventory.

Viticultura e tradições do Vinho Madeira

Para um plano de salvaguarda

14 de Dezembro 2024

Centro Cívico do Estreito de
Câmara de Lobos

- 17h00 Abertura por Rossana Santos
(UMa - ESTG / CITUR)
- 17h05 Intervenção de Lino Pinto (viticultor)
- 17h20 Intervenção de Humberto Jardim
(Pres. da Mesa da Secção dos Vinhos
ACIF CCIM)
- 17h35 Intervenção de Steve Duarte
(Chairman do Museum of Madeiran Heritage)
- 17h50 Intervenção de Roy Hersh (jornalista)
- 18h05 Intervenção de Leonel Silva
(Pres. da C. M. de Câmara de Lobos)
- 18h20 Intervenção de Tiago Freitas (Pres. do IVBAM)
- 18h35 Intervenção de Miguel Albuquerque
(Pres. do Governo Regional)
- 18h50 Leitura da Carta de Salvaguarda das Tradições
do Vinho Madeira por Naidea Nunes
(UMa - FAH / CITUR / CLUL / CIERL)
- 19h00 Discussão moderada por António Silva
(UMa - ESTG / CITUR)
- 19h30 Madeira de honra & recolha de assinaturas
- 20h00 Encerramento

Appollo, "latada"
Funchal, 2024.



Public Discussion

of the Safeguarding Plan for the Traditions of Madeira Wine

- It took place at the Civic Center of Estreito de Câmara de Lobos on December 14, 2024.
- Event co-organized by the University of Madeira and the Câmara Municipal de Câmara de Lobos.
- Hybrid meeting to include in the debate the diaspora and Madeira wine enthusiasts in other regions of the world.
- Participation of vinegrowers, winery employees, representatives of local and regional authorities, etc.
- Approval of the final version of the Charter for the safeguarding of the traditions of Madeira Wine.



*Carta para a Salvaguarda das **Tradições do Vinho Madeira** apresentada no encontro **Viticultura e Tradições do Vinho Madeira: para um plano de salvaguarda**, Centro Cívico do Estreito de Câmara de Lobos (Ilha da Madeira, Portugal) – 14/12/2024.*



No encontro **Viticultura e Tradições do Vinho Madeira: para um plano de salvaguarda**, Estreito de Câmara de Lobos (Ilha da Madeira, Portugal) – 14/12/2024, todos os presentes fisicamente ou remotamente por videoconferência, em nome próprio ou em representação de grupos e comunidades interessados na inscrição das tradições do Vinho Madeira na Lista Representativa do Património Cultural Imaterial da Humanidade da UNESCO, adotaram o seguinte:

Charter for the Safeguarding of the Traditions of Madeira Wine

- A founding declaration that affirms the collective commitment to safeguarding the traditions of Madeira Wine.
- Emphasis on supporting the vinegrowers, the most vulnerable link for the viability of the traditions.
- Collaborative drafting with the participation of local agents, diaspora organizations, importers, and international supporters.
- The community was invited to provide feedback, and suggestions were incorporated.
- The final version can be signed online on the Application's Web Portal.

Application Web Portal

TRADIÇÕES DO VINHO MADEIRA

Candidatura a Património Cultural
Imaterial da Humanidade

Quem somos



[as Tradições](#) | [a Candidatura](#) | [como Participar](#)

A tool designed to be accessible to all participants, regardless of their country of residence or community affiliation (bilingual: PT & EN).

It reinforces the inclusive and participatory spirit of the initiative.

It shares information about the traditions, the application, and ways to get involved.

<https://vinhomadeira.web.uma.pt/en/>

Ways to Participate Online

como Participar**

A candidatura é uma iniciativa *bottom up*, participativa e inclusiva.

subscreva a nossa Carta**

Torne-se membro da comunidade patrimonial do Vinho Madeira, subscrevendo a Carta para a salvaguarda das suas tradições.

- ✓ [o que diz a Carta](#)
- ✓ [a finalidade da Carta](#)
- ✓ [quem já subscreveu a Carta](#)
- ✓ [subscrever a Carta em linha](#)



dê o seu Consentimento**

Qualquer organização interessada nesta causa pode apoiar, enviando-nos uma Carta de Consentimento.

- ✓ [o que significa dar o seu consentimento](#)
- ✓ [como dar o seu consentimento](#)
- ✓ [quem já deu o seu consentimento](#)
- ✓ [dar o seu consentimento em linha](#)



seja nosso(a) Embaixador(a)**

Pode também envolver-se, a título pessoal, tornando-se embaixador(a) da candidatura das tradições do Vinho Madeira

- ✓ [o que se espera de um\(a\) embaixador\(a\)](#)
- ✓ [o kit de apoio a\(o\) embaixador\(a\)](#)
- ✓ [quem são os nossos embaixadores](#)
- ✓ [dar o seu depoimento em linha](#)
- ✓ [tornar-se embaixador\(a\)](#)



Subscribe to the Safeguarding Charter

Subscribe to the Charter to help safeguard the Traditions of Madeira Wine and become part of a global heritage network.

Give Your Consent

Organizations can formally support the initiative by sending a letter of consent.

Become an Ambassador

Personally support the cause by sharing your testimony and promoting the traditions of Madeira Wine in your community.

78 people have already joined this program.

Regenerative Tourism Project to support the heroic viticulture of Madeira



This project aims to help small vinegrowers who wish to supplement their income from grape sales by hosting tourists in their vineyards.

The working group has helped promote this new product through the HeViTOUR MAD label, partnerships with companies in the sector, and technical support.



Information and Community Engagement Sessions

‘Ambassadors of the Traditions of Madeira Wine’ Program



Second-year Bachelor's degree students in: Hotel Management and Direction (supervised by A. Silva)

Cultural Studies (supervised by N. Nunes) Organized information sessions, presenting the project and its objectives to obtain letters of consent.

They contacted 24 local institutions by January 20, 2025, including: day centers, secondary schools, senior universities, cultural and recreational associations, parish councils, and community centers, among others.

The application: what remains to be done?



The next steps are:

- 1- Issuance of an opinion by the DRC of RAM (requested by the Ministry of Culture in July 2025);
- 2- Public consultation;
- 3- Registration in the national inventory of the Intangible Cultural Heritage (PCI);
- 4- Preparation of the application dossier for submission to the National UNESCO Committee;
- 5- Submission of the application to UNESCO.



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