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Co Creation Processes in Higher Education

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As doutrinas expressas em cada um dos resumos são da inteira responsabilidade dos autores.

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The opinions expressed in each of the abstracts are the sole responsibility of the authors.

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## Casa do Joa – Message in the Bottle

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### ABSTRACT

**Project tagline:** Our aim is for everyone to learn more. To simplify and deliver information more quickly and effectively, we will use our social media platforms, where we will share short pieces of knowledge and curiosities, ranging from technical insights to more accessible content. We do not want people to simply drink wine; we want them to understand what, how, and why behind it.

**Problem/Need description:** There is a general lack of knowledge among ordinary consumers regarding wine culture.

**Solution approach:** Since our main objective is to promote wine while preserving its essential cultural values, establishing partnerships with IPB and other institutes offering oenology courses appears to be a promising strategy. Representing our brand at regional and interregional wine festivals can increase public interest in the product. Additionally, organising wine tastings and exclusive trips to the countryside forms part of our plan. Sharing accessible and informative content about wine and its culture on social media will also be a key component of the solution.

**Users/Target group:** Final consumers, the local community, and local producers



Figure 1: Example of an informative post