

Project Update: July 2015

To evaluate the effectiveness of conservation education workshops designed to engage winegrowers in the protection of Chilean Mediterranean ecosystems, I used a quasi-experimental design with pre- and post-test questionnaires. Workshops were held at two different vineyards located in the Colchagua valley (O'Higgins Region), one in January and another in July 2015 (this latest initially served as control group). A total of 34 and 33 people participated in the activities respectively, mainly workers and managers of the vineyards. Preliminary results show that environmental knowledge increases after the workshop, especially the knowledge about flora and fauna. However, this knowledge is not enough to increase participant's beliefs that they can act to reduce the biodiversity loss. The analyses of a second post-test will help me to explore the long-term effects of the workshops, and come up with concrete recommendations to design a new version of them, more effective in fostering conservation behaviour change.



Left: Administering post-test questionnaires to the participants of the workshop. Photo by Juan Torres. Right: Workers and managers from Caliterra vineyard getting ready to learn about flora, fauna and ecosystem services in the field. Photo by Juan Torres.