

Project Update: October 2016

Based on the evaluation of previous conservation education workshops (see update July 2015), we decided to try a new activity to foster winegrowers' perceived ability to conserve biodiversity within the vineyard. We traveled to Isla de Maipo, near Santiago city, where winegrowers and workers were waiting us to learn about Mediterranean ecosystems and how to protect them. After some talks, participants were divided in groups to think about the conservation actions that would be feasible to adopt in the farm during the next 15 years. This method for thinking ahead is called "pathways", and helps participants to build a bridge from the present to a desired future by devising specific strategies and action steps. The groups were able to plan collaboratively and reach consensus on which actions to implement in the vineyard. The analyses of pre and post-tests will help us to determine whether this activity promoted conservation behavior change at the organizational and individual level.



Using a map of the vineyard, the participants present their ideas to the rest of the group.
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Managers and workers planning collaboratively for conservation and sustainable agriculture. ©Constanza Alruiz



Winegrowers and workers devising specific strategies and action steps for conservation.
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