

## Our Vision for a Revolutionary Exchange Program in Wine

Our vision for an international exchange program is one that provides education and mentorship to aspiring wine professionals from diverse and underrepresented backgrounds. Historically, the opportunity to travel and experience the international wine world has been available only to privileged groups of people. This program will provide enriching educational experiences for marginalized students of wine while supplying the international wine community with the tools and insight needed to address the issue of global diversity and inclusion.

## What's Included in the Program?

Four to seven participants per year will work on vineyards, in wineries or alongside importers and merchants of wine to develop their practical experience, enhance their knowledge and ultimately increase their chances of securing fulfilling employment in the wine industry.

On these vineyards and wineries, they will experience harvest and gain hands-on winemaking knowledge that can be applied to future studies and career development.

- We propose beginning the exchange program in the spring and fall of 2022.
- Alternate our program cycles between the northern and southern hemispheres to align with harvest times, often the busiest and most educational time of the year on vineyards and in wineries.
- Exchange programs that last between two to three weeks to accommodate the unique circumstances and capabilities of each of our participants and ensure that the duration of the program provides an enriching educational opportunity.

## The Impact of Individual Experience

Beside the practical winemaking experience and education, participants who would not normally have access to this type of opportunity will receive the benefit of:

- Experiencing cultural exchange,
- Gaining global diversity insight
- Educating our partners and hosts through their unique experiences as diverse individuals in wine
- Acting as an ambassador and role model for their communities.

The quantitative and qualitative data gathered through this program will be accessible to the international wine industry and provide invaluable information about how to address the issue of diversity and inclusion on a global wine scale.

## The Impact of Data

We intend to require the following from our participants:

- 1) An entry essay which will be used during the application process describing their current experiences with diversity and inclusion in the wine industry
- 2) A comprehensive exit report which will be used to formulate means of addressing diversity in the global wine community that discusses their personal experiences in the foreign country, how their host country perceives different spectrums of diversity and how they were personally affected by these perceptions during their stay.

Only the participants who complete the exit report will qualify to re-apply for the upcoming year and be eligible for programs within additional countries. We also propose providing a \$500 scholarship to be used toward any approved wine education program of the participants' choosing. This incentivization is intended to ensure the collection of diversity data through the exit reports.

## The Value of Diverse Experiences in Wine

This program will provide data and analytics for the international wine community to understand the disadvantages, privileges and experiences of historically disenfranchised and marginalized groups:

- Women,
- People of Color
- Native Groups
- Members of the LGBTQIA+ Community
- Individuals with Disabilities

We believe this program will help us uncover specific groups of people marginalized in wine-producing counties and the reasons for their marginalization. This will allow the global wine community to apply customized methods of inclusion to the development of scholarship programs, exchange programs, mentorships, internships and recruitment initiatives.

## Why Diversity in Food and Beverage?\*

Currently, there is no other diversity-focused wine exchange program on a global scale provided by any existing nonprofits, foundations or educational bodies. The need for systemic change and worldwide wine industry reform is dire.

Currently, there is no international database available to the global wine industry with metrics on diversity and inclusion. Without the data recovered from programs such as this, members of historically disenfranchised groups will continue to be left behind in the professional world of wine.

Through our program, we hope to revolutionize the way we collect data about diversity and the way we address global diversity in wine while empowering marginalized groups with the tools, experiences and opportunities they need to overcome barriers in the professional world of wine.

## How Will We Select Our Participants?

Participants will be selected based on the aforementioned entry essay, along with a standard application of questions about their personal information and background of diversity. We intend to select participants from the following groups:

- LGBTQIA+
- Women
- People of Color
- People with Disabilities
- Native or Aboriginal Individuals

Participants will be encouraged to apply from all countries, pending travel restrictions. Our award team committee will anonymously review the applications and select finalists by casting votes.

Our Awards Program committee\* will play an integral role in selecting participants through comprehensive interviews and an anonymous voting process.

## Our Hosts

Diversity in Food and Beverage has existed since 2018. Since then, we have developed a vast network of partnerships with wineries across the globe. Some of our current partners we intend to consider as a network of potential hosts include:

- EJ Gallo
- Wines of South Africa
- Treasury Estate Wines

We are currently in discussion with multiple of our partners and affiliates. We have established a timeline for preliminary wineries to agree to host participants. The deadline for this agreement is September of 2021, at which time we intend to provide an updated list of hosts.

## The Success of Our Hosts

In order to ensure the success of our participants, we intend to require each host to complete our diversity training module and adhere to our specified code of conduct. This will help to ensure that each host, regardless of cultural background, is equipped to assist our participants according to the unique challenges they face in diversity, inclusion and equity.

Upon completion of each program cycle, the data collected through exit reports and interviews will be accessible to the global wine community. Our partners and hosts will have access to these metrics and can apply the information to their own practices as a reliable way to measure the progress of diversity and inclusion within their own organizations and beyond.

## Our Host Countries

We have decided on the following countries as possible destinations for our participants due to the complex role diversity plays in each of their wine industries and the influence their regions have on the international wine community:

- South Africa
- The United States (California)
- France (Loire Valley, Bordeaux)
- Australia
- China
- Argentina

## Our Marketing Plan

We intend to launch an official program website which will include:

- Information about the exchange program
- Application portal for submissions
- A database of the diversity metrics gathered through the program
- Information about our candidates
- Information about our hosts
- Our sponsors
- Links to our social media pages

The website will be updated with new information after each year of program completion. The website is currently being built and an updated URL will be provided upon launch.

Marketing and application collection will begin 60 days before participants are selected.

## Marketing Through Our Partnerships

We also intend to ask our hosts and partners to market our exchange program through their own platforms and channels.

In order to reduce costs, we intend to ask our host wineries, vineyards and companies to cover the cost of marketing. This includes the cost of our website and any promotional events or messaging that we deem necessary.

## Liability and Insurance

We intend to require comprehensive waivers for each of our participants and hosts stating that Diversity in Food and Beverage and the Gerard Basset Charitable Foundation are not responsible for any injury, damages or legal proceedings. The waiver will include clauses such as Assumption of Risks, Release and Waiver of Liability, and Indemnity.

**\*Diversity in Food and Beverage** strives to transform the international hospitality community by implementing global diversity and inclusion initiatives that give everyone the opportunity to participate, achieve their highest potential and contribute to our industry. Diversity in Food and Beverage offers a wide range of tools that aim to create an inclusive, diverse and equitable hospitality industry. We provide scholarships and grants, numerous resources geared towards leadership and professional development as well as consulting services for businesses. We are in the preliminary stages of constructing a revolutionary program that will set the industry standard for policies, practices, accountability, transparency and tracking & reporting for global diversity initiatives.

\*List of Awards Program Committee