

Sustainable Global wine business

EM165M17A1

Program

PGE
Visitants

UE

Sustainable Global Wine Business (SEM A)

Semester

A

Discipline

Strategy

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Coralie HALLER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Coralie HALLER	coralie.haller@em-strasbourg.eu	8 h
Juan LO BELLO	juan@yellowwines.com	19 h

Pedagogical contribution of the course to the program

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Description

Wineries around the world are some of the first businesses profoundly impacted by frequent extreme events, from droughts to flooding to wildfires. More generally, these climate crises are fundamentally shifting where, when, and what kind of wine can be grown, putting the future of multi-generational wineries under question. There is an urgent need for wineries to adapt and change their production and business perspectives to better undertake a transition to climate-positive practices.

In this context, this 27-hours course raises awareness of participants with basic and essential understanding of wine production, grape varieties, important regions and styles. We explore the key International Wine Markets and we focus particularly on the French wine business environment. It is created to give participants understanding of the product first and then about the strategic perspectives and unique challenges faced by organizations within the wineries at a global scale.

Participants will have the opportunity to develop their strategic skills and acquire knowledge about the highly competitive and changing wine business environment of the future, which will need to embrace challenges such as sustainability and climate change.

The course will incorporate readings, real-life case studies and a field trip winery visit. In addition, participants will be encouraged to actively participate in the course through class discussions and group presentations. Specifically, they will be asked to research and present their findings on final "International Wineries for Climate Action (IWCA)" case study.

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning
- Other : Wine tasting

In group

- Oral presentations

- Projects

Interaction

- Discussions/debates
- Other : Testimonials

Others

- Other : Field trip - winery visit

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 3) **discover** the framework created by International Wineries from Climate Action.
 - - (level 4) **compare** Social, Economic and Environmental practices from global wineries producing and selling wines in different international markets
 - - (level 5) **appraise** unique challenges faced by wine producing companies on Sustainability and Climate Change.
 - - (level 5) **interpret** Social, Economic and Environmental practices put in place by wine producing companies
 - - (level 6) **generate** recommendations and solutions to improve consumer awareness regarding sustainable wine consumption.
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Affective domain

Upon completion of this course, students should be able to

- - (level 4) **formulate** ideas effectively, both orally and in writing in a business context
 - - (level 5) **act** effectively in a team and participate in a decision-making process in a critical way
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Outline

Session 1/2 - September, 22nd
Morning 9-1pm - Afternoon 2-5pm
Dr Coralie HALLER

1. Course introduction: The journey and Assessment review
Wine Market. The Wine Industry. Climate Challenge
2. Wine Industry: roles of, and interrelationships between various stakeholders: focus on France
3. Challenges- consumption, marketing, sustainable - The global impact of Climate Change, for the wineries and consumers.

4. Future Trends in the Global wine business: focus on global market for organic wine is performing: International, France, Alsace

5. Innovations in the wine industry: ecosystem approach

A#1 - Group Work/Coaching session 1 - TBA

A#2 - Group Work/Coaching session 2 - TBA

Session 3 - September, 29th - Juan LOBELLO

Wine as a product and label legislation.

1. About Wine: natural and human factors in wine production.

2. French Export Business and key European regions and varieties. Tasting of 4 wines.

3. Wine Legislation: the IG system in Europe - PGI vs PDO (AOC)

4. New world vs Old world

A#3- Group Work/Coaching session 3

Select a wine producing country from the "new world" that matches the European "old world" explained in class -

Find their international wines/grape varieties, main international export markets - Prepare a 10 mins ppt presentation

Session 4 - October, 6th - Juan LOBELLO

Sustainability in the Wine Industry

1. Sustainability - What does it mean?

2. Sustainability in the eyes of the wine consumer. Differences between Organic, Biodynamic, Sustainable and Natural wines- US Accreditation for sustainable wineries

3. The Life Cycle of a bottle of wine from vineyards to market

4. One of the biggest impact on the environment - "The glass packaging issue

A#4- Group Work/Coaching session 4

Find different certifications and accreditations for Sustainable wineries in the EU and other parts of the world outside the US market.

Is there any internationally recognized similar to Demeter for Biodynamics?

Session 5 - October, 14th - Juan LOBELLO

Sustainability in the Wine Industry

1. Sustainability in the Wine Industry, what actions wineries are implementing? "Climate change adaptation is a need. Sustainability a choice"

2. Study case IWCA (philosophy, work and objectives 2050)

3. Scope 1/2/3

4. On the words of Josep Maria Ribas - Torres Winery

5. Introductions to final project: 1 hour to start to work on final project

A#5 - Task 1. Group Project.

Study and select between one of the 41 Members wineries of IWCA to work on your final project.

Provide arguments for your selections. Written work. - Each team will work on a different winery.

Session 6 - October, 20th

Final project. Group and team presentations. "Sustainability and the wine consumer" -

Note: Guided work on class this day vs presentations allocated time will vary considering the number of students in teams.

A#5 -Team presentations of Final Project. Final Session on Resources and information needed for Final Group Work.

See above for more details on how to create the plan with your team

Session 7 - November, 25th

Off Site winery visit. Depart to visit a Sustainable Alsace Domaine for tasting and applied knowledge. Half day visit.

Return after lunch.

No prerequisite has been provided

Knowledge in / Key concepts to master

Interest in the wine industry, wine tasting, the wine business and the challenges facing the wine industry in the

future, sustainability and the impact of climate change

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Newspaper articles
- Syllabus

Moodle platform

- Upload of class documents
- Assessments
- Coaching/mentoring

Software

- Pack Office (Word, Excel, PowerPoint, Access)

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Charters, S. & Gallo, J. (2014) Wine Business Management, Pearson

Additional literature

- 1- Mariani, A., Pomarici, E. & Boatto, V. (2012) The International wine trade: recent trends and critical issues, Wine Economics and Policy, p.24-40.
 - 2- Montaigne, E. & Coelho, A. (2012) Structure of the producing side of the wine industry: firm typologies, networks of firms and clusters, Wine Economics and Policy, p.41-53
 - 3- Jeffords, A. (2010) New world versus old world success in global wine market by 2030, conference workshop on "The world's wine markets by 2030: terroir, climate change, R&D and globalization", Adelaide convention center
- Electronic resources
- 4- Internationa Wineries for Climate Change : <https://www.iwcawine.org/members>
 - 5- IWSR Institute : <https://www.theiwsr.com/>
 - 6- Green wine conference 7-9 November 2023 - <https://www.greenwinefuture.com/>
 - 7- Differences in wine accreditations and certifications. Wine Enthusiast June 2023-
<https://www.wineenthusiast.com/basics/sustainable-wine-certification-guide/>

Press Articles

- 8- "Wine Industry is Facing Monumental Challenges" by Anthony Gismondi, Windsor Star, 17 January 2022.

<https://windsorstar.com/life/food/anthony-gismondi-wine-industry-is-facing-monumental-challenges>
9- "How Producers Are Making Climate-Friendly Winemaking a Reality" by Betsy Andrews, SevenFiftyDaily, 14 February 2022 - <https://daily.seventy.com/how-producers-are-making-climate-friendly-winemaking-a-reality/>
10- "Why Big Business is Taking Action on Climate" by Richard Siddle, Grapevine, April 2022.
<https://brintex.liwf.co.uk/q/13VjWJX7DqNFg6ffD0U6C/wv>
11- "WineInk: Sustainability standards in the wine industry" by Kelly J. Hayes, The Aspen Times, 16 April 2022.
<https://www.aspentimes.com/magazines/aspent-times-weekly/wineink-sustainability-standards-in-the-wine-industry/>
12- "Felton Road - Climate Action in the Fast Lane" by Sophie Preece, New Zealand Winegrower, 10 June 2022.
<https://www.ruralnewsgroup.co.nz/wine-grower/wg-general-news/felton-road-climate-action-in-the-fast-lane>

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

HALLER, C. Hess, I & Méreaux, J-P, (2020) Alignment of wine tourism experiences offering with wine tourists' expectations: conviviality and aesthetics as successful dimensions, *International Journal of Wine Business Research*

HALLER, C., Thach, L & Olsen, J. (2020) Understanding eWineTourism Practices of European and North America Wineries, *Journal of Gastronomy and Tourism*, Vol.4, pp.141-156

HALLER, C & Plotkina, D. (2020), Analysis of user-experience evaluation of French wineries websites, in *User-Experience in Web 2.0 technologies and its impact on universities and businesses* coordinated by Dr Jean-Eric Pelet

Dressler, M. & HALLER, C., (2019) Philanthropy in small businesses: Analysis from the global wine industry, book chapter in *Social Sustainability in the Global Wine Industry: Concepts and Cases*, Palgrave Macmillan, coordinated by Tracy-Anne De Silva (Lincoln University), Armand Gilinsky (Sonoma State University) and Sharon Forbes (Lincoln University)

Sigala, M. & HALLER, C. (2018). The impact of social media and internet advances on wine tourists' behavior: a typology of power sources empowering and transforming the wine consumers and tourists. In Sigala, M. & Robertson, R. (2018). *Management and Marketing of wine tourism businesses: Theory, practice and cases*. Palgrave

HALLER, C., Santoni, J., Barth, I. (2016) Study of the role of stakeholders in an effectual entrepreneurial process within a context of proximity: Case of wine entrepreneurs supported by peers, *International Journal of entrepreneurship and small business*, vol.32, n°1/2, p.208-228

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 1

Oral / Group / English / Weight : 5 %

Details : A#1 - Group Work/Coaching session 1 TBA

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.3-PGE

Intermediate assessment / continuous assessment 2 Class no. 2

Oral / Group / English / Weight : 5 %

Details : A#2 - Group Work/Coaching session 2 TBA

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.3-PGE

Intermediate assessment / continuous assessment 3 Class no. 3

Oral / Group / English / Weight : 5 %

Details : A#3- Group Work/Coaching session 3 Select a wine producing country from the "new world" that matches the European "old world" explained in class - Find their international wines/grape varieties, main international export markets - Prepare a 10 mins ppt presentation

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.3-PGE

Intermediate assessment / continuous assessment 4 Class no. 4

Oral / Group / English / Weight : 5 %

Details : A#4- Group Work/Coaching session 4 Find different certifications and accreditations for Sustainable wineries in the EU and other parts of the world outside the US market. Is there any internationally recognized similar to Demeter for Biodynamics?

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE

Intermediate assessment / continuous assessment 5 Other (date, pop quiz, etc.) : ongoing

Written and oral / Individual / English / Weight : 5 %

Details : Attendance

This evaluation is used to measure ILO2.3-PGE, ILO4.1-PGE

Intermediate assessment / continuous assessment 6 Class no. 6

Written and oral (20 Min.) / Group / English / Weight : 25 %

Details : Wineries, as some of the most consumer-facing businesses in the world, have a tremendous opportunity to focus attention on environmental impact as a characteristic that should be profiled alongside wine quality and business ethics. Customers face confusion when choosing and consuming wines. They are presented with a variety of label descriptions, logos of various certifications, different styles and prices ranges, their own personal taste, experience and acquired knowledge about wine. So where to start? You have been appointed as Sustainable Development Manager and be asked to develop a plan to engage consumers and change habits at the moment of buying and consuming wines. We need consumers active and involved in the changes required to make the wine industry fully sustainable in the future. Also to help with the decarbonization of our environment, even beyond net zero objectives. Your job, and that of your team, is to come up with a workable plan to implement in your selected winery in order to engage your customer base (present and future) in the sustainable practices of the winery. It does not matter how much work you put into your winery practices, if your customers are not following your objectives and goals, you will lack financial stability to implement changes. You need your customer base to support the winery activities, and they need you to learn more about sustainability. Both together can achieve durable and long lasting results. **TASK 1** ● Select one winery from the IWCA Annual report and provide arguments for your choice. **TASK 2** ● Create a workable plan for your selected winery. Powerpoint presentation uploaded in Moodle - 10 teams - 15 min presentation per team. Your document can be structured and presented as your team sees fit. We provide a guide of content that might help with your plan. - What knowledge consumers should have? WHAT to inform them about? ○ Consumers may need to know what's the impact of the wine industry on the planet. Which activities involved in the wine creation process have a higher carbon footprint? Can they do something about it? Can consumers help mitigate that impact in some way? ○ Consumers may need to know what wineries are doing to reduce their carbon footprint. ○ Consumers may need to know the differences between Organic/Biodynamic/Natural/Sustainable wine. Which of these methods of production or certifications help the planet more? ○ Consumers may need to know the differences between the different certification/accreditation found on labels (or not) and what that means. So they can have an informed choice. - How to raise awareness and communicate the activities, actions or knowledge consumers need to have. ○ Which communication channels will you be using to educate consumers, and getting them involved in the winery activities that contribute positively to the planet? Be creative. - Your ultimate final goal will be: ○ That your wine consumers not only consider Brand, Price, Origin, Grape variety, wine preferences in styles (their comfort zone) but also can make educated wine choices integrating sustainable concerns. So consumers end up contributing to the final mile of what wineries are trying to implement. You need consumers to close your winery sustainability loop. Other considerations to have in mind for your plan. Context of consumption- Where will your customers be consuming your wines? ○ On-premise : HORECA - Hotel, restaurants, cafes. ○ Off-premise: supermarket, online, direct sale at the winery - to consume at home. Persona - Who will be your target, who are your consumers? Do you have different groups? Should you create plans for different audiences? - Gen X/Y - Gen Z/A Have fun. Be creative. Do not copy paste. Original thinking with mistakes, preferable. Be you.

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE

Final evaluation Exam week

Written (60 Min.) / Individual / English / Weight : 50 %

Details : Exam - 1 hour Written Exam – 30 question MCQ 1 to 2 short written answers, covering the course content, lectures and reading material provided in class. The exam will take place during Exam week in December 2024.

This evaluation is used to measure ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE