



COMMUNITY OUTREACH

HOW DO I FOCUS MY COMMUNITY OUTREACH EFFORTS TO PROMOTE UNDERSTANDING, ACKNOWLEDGEMENT AND ADOPTION OF SUSTAINABLE PRACTICES WITHIN MY COMMUNITY?

CHECKLIST OF QUESTIONS TO ANSWER

1.0 IDENTIFY POTENTIAL COMMUNITY ISSUES ARISING FROM YOUR WINERY OPERATIONS/ PRACTICES

1.1 What winery practices/operations are potentially positive for the community?

- Reduction of Carbon Emissions
- Water Management
- Social equity initiatives
- Recycling
- Educational opportunities
- Social community events
- Employee relations and programs
- Site planning/landscaping
- Air quality
- Eco-friendly packaging materials
- Employment opportunities
- Increase in local business/tourism

1.2 What winery practices/operations pose potential conflicts within the community?

- Winery traffic
- Transportation
- Employee and Guest Housing
- Waste Water Management
- Site planning
- Employee Healthcare
- Urban Growth
- Hours of Operation
- Disruption of onsite ecosystems
- Noise
- Lighting
- Air quality
- Odor
- Winery chemicals
- Landscaping
- Site aesthetics
- Site Sharing (multiple occupants)
- Seasonal fluctuations

2.0 IDENTIFY YOUR TARGET AUDIENCE FOR OUTREACH EFFORTS

2.1 Who could be positively impacted by your sustainable winery operations?

- Consumers
- Community neighbors
- Charitable organizations
- Civic groups
- County
- State
- Neighboring Industries

2.2 Who could be negatively impacted by your sustainable winery operations?

- Community
- Neighboring business
- Neighboring residences

2.3 Have you determined how you can positively impact sustainable issues via media, education, marketing, sponsorships, donations, winery events and group activities?

3.0 CREATE AND IMPLEMENT A PROACTIVE PLAN FOR COMMUNITY OUTREACH

3.1 Have you developed a proactive plan emphasizing education and communication to minimize conflicts and maximize potential benefits? [CAWGG](#), [FMMS](#), [PFC](#)

- Does your plan help to inform your target audience about your business' efforts to meet Winerywise sustainability standards?
- Does your plan emphasize education and communication to minimize potential conflict areas and promote beneficial aspects?
- Have you developed relationships with your neighbors and any other members of the community who may be impacted by your business?
- Are you familiar with local and county winery zoning laws, regulations on occupancy, events and other growth management plans?
- Are you a member of your state wine commission ([WWC](#)) and regional wine association so that you stay informed on and participate in state and local winery issues?
- Are you staying current with technological advances or practical methods that may make your winery a better neighbor (noise and light reducers, carpooling strategies for employees and visitors)?
- Are your employees educated and trained to answer questions and speak on your winery's sustainability initiatives with consumers and community members?

3.2 Have you developed different plans for different target groups? As necessary, develop a proactive step-by-step plan for each of your target groups (homeowners, business owners, civic entities).

4.0 COMPONENTS OF YOUR PROACTIVE PLAN FOR COMMUNITY OUTREACH

4.1 Do you know your neighbors?

- Have you met your winery neighbors in a friendly setting before conflicts arise?
- Have you invited them to tour winery site and/or winery?
- Have you attended neighbor/community meetings to listen to and understand their issues and concerns?

4.2 Have you created an action plan for problem solving with neighbors and community?

4.3 What are your education efforts in order to raise your target audience's awareness of sustainable values, initiatives, production practices, products and technologies?

- Share winery practices used throughout the year.
- Share how those sustainable practices can benefit your audience.

4.4 Do you provide advance notice of winery events (events with high traffic, noise, light, etc.) and understand how it will affect different members of target audience?

4.5 How do you communicate?

- Have you established open communication lines and are you always finding a neutral setting in which to discuss any concerns a neighbor or group may have?
- Do you show respect for views of neighbors, seek common areas of interest, develop relationships, explore changes to practices or schedules that may be objectionable (after hour events, increased noise levels, lighting, etc.)?
- Do you use eco-friendly communication methods such as web sites, blogs, and e-mails?

4.6 How do you generate goodwill?

- Do you host neighbor/community events at your winery; invite them to winery events such as release weekends, grand openings, etc.?
- Are you involved in community events and civic and charitable groups, working alongside community members?
- Do you understand that you are an ambassador for the WA state wine industry?

4.7 How do you market and promote your sustainable initiatives? ([The Hartman Group](#))

- Are you creative in the ways that you promote your sustainable initiatives to your target audiences?
- Do you stay abreast of community outreach initiatives in the wine industry and implement good ideas as they arise?
- Are you providing educational materials for customers/community explaining sustainable practices and initiatives?
- Do you train your employees on your winery's sustainable practices so they can pass them onto customers/community? Do you ensure they understand and can articulate your practices consistently?
- Do you participate and/or host sustainable winery education events for the community?
- Do you incorporate sustainable aspects/activities into your site plan for community and neighbors to

share, such as: wildlife viewing, nature walks, bike racks, recycling, product packaging and charitable giving?

- Do you join and participate in groups that promote sustainability, especially in the wine industry? ([LIVE](#), [WWC](#), [WAWGG](#), [Food Alliance](#), [Vinea](#), [Salmon Safe](#))
- Do you use your customers and community members as ambassadors to promote your sustainable practices?

4.8 How do you keep your plan current and updated? ([SBI](#))

- Have you established a schedule for implementing and updating your action plan (quarterly, annual, bi-annual, etc)?
- Do you pay attention to changes in local and county zoning laws and growth management plans and address in your plan as appropriate?
- Do you stay up-to-date in your communication of sustainable initiatives/practices with your target audiences?
- At least annually, do you note what works and what does not work in your proactive plan and make changes as necessary?

RESOURCES:

[Bay Area Green Business Program](#)

[\(CAWG\) The Wine Grape Guidebook for Establishing Good Neighbor and Community Relations](#)

[LIVE](#)

[Food Alliance](#)

[Salmon Safe](#)

[Vinea](#)

[\(FMMS\) 5 Methods for Marketing Sustainability](#)

[The Hartman Group](#): consumer research experts on healthy living and sustainable trends. Good source of consumer research and insights into what your neighbors may know or need to know about sustainability

[\(PFC\) Partnerships For Change](#) - sustainability for corporations, communities, agencies

[\(SBI\) Sustainable Business Institute](#)

[Vinewise](#)

[Washington Wine Institute](#)

[\(WWC\) Washington Wine Commission](#)

[WAWGG](#)

True to Our Roots; Fermenting a Business Revolution by Paul Dolan, (Fetzer Vineyards/Brown-Forman Corporation; 2003)

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