

CLIMATE TALKS
the porto protocol

TRANSFORMING WINE TOURISM FOR CLIMATE ACTION
IN PARTNERSHIP WITH GREAT WINE CAPITALS

JUNE 17 | 5:30PM GMT +1

HOST

GUESTS

CATHERINE LEPARMENTIER
Great Wine Capitals
FRANCE

CARO FEELY
Chateaux Feely
FRANCE

ADRIAN BRIDGE
The Fladgate Partnership
PORTUGAL

HEIDI NEWTON-KING
Spier
SOUTH AFRICA

In partnership with **Great Wine Capitals**
GLOBAL NETWORK | A WORLD OF EXCELLENCE

PORTO PROTOCOL AND GREAT WINE CAPITALS LAUNCH DEBATE ON TRANSFORMING WINE TOURISM FOR CLIMATE ACTION JUNE 17TH | 17H30 LISBON | 18H30 PARIS & JO'BURG

From Porto to the world, Porto Protocol has put the subject of climate change in the wine industry firmly on the table. Throughout the last year, the Foundation has been conducting a series of Climate Talks that have been raising debate, asking tough questions, presenting best practices, and creating a network of solutions and change makers that is promoting interaction and behavioral change within the industry worldwide.

The next conversation results from the partnership with **Great Wine Capitals** and extends the discussion on wine and climate change to wine tourism. “Transforming Wine Tourism into Climate Action” is the topic of the debate and will take place on Thursday, June 17, at 5:30 pm, on zoom live (registration required).

The main focus of Great Wine Capitals is wine tourism. The organization listens to the major challenges of both the wine and tourism industries and takes part in the resulting debates at the international level. Climate change is therefore increasingly at the heart of its concerns.

The virtual table will be joined by speakers Adrian Bridge, CEO of The Fladgate Partnership & Porto Protocol Foundation (Portugal); Caro Feely, Co-owner and Director at Chateaux Feely, (France); and Heidi-Newton-King, Sustainability Director at Spier (South Africa). Moderation will be handled by Catherine Leparmentier, General Manager at Great Wine Capitals.

Adrian Bridge brings his experience as a leader of several wine tourism units (Caves Taylor's, Fonseca, The Yeatman Hotel, Vintage House, World of Wine,) and as a member of the Strategic Tourism Council of Porto and North of Portugal, which he has been integrating in its vision a series of guiding principles for the response to Climate Change and Carbon Neutrality by tourist developments.

Caroline Feely will share her views and practices based on her 15-year experience as a producer of organic and biodynamic wine and the integration of these production values and environmental practices in her wine tourism unit.

Heidi Newton-King will build on her experience in implementing a strategy to integrate organization values based on a sustainable vision of Spier throughout its whole operation, particularly in the wine tourism unit.

The conversation is moderated by Catherine Leparmentier of Great Wine Capitals. It is Porto Protocol's and Great Wine Capitals intention to debate how wine tourism is dealing with climate challenges and what role it can play in its adaptation and mitigation, and to discuss the major changes it needs to embark on a green transition.

We will explore what have been the consumers' demands and expectations regarding this topic, and, in a very practical way, what are the measures our guests have been implementing to turn their wine tourism operation into a more efficient and environmentally friendly one. We will also approach what are the fundamental changes this path will bring into the modus operandi of the business; What are the barriers and the opportunities that can arise from it and risks involved; How can wine tourism operations be aligned with the wine production values?

The debate will take place via zoom live. Registration is required:

https://us02web.zoom.us/webinar/register/WN_MiqtuudKRDW_mL90ET2kPQ.

Following the Climate Talk, the conversation will remain available on Porto Protocol's Youtube and podcast channel.

HOST

CATHERINE LEPARMENTIER

After having studied foreign languages applied to business and management, Catherine started her career in Bordeaux, working for the French local government in consulting small and medium business in the development of their export markets.

After one year in Zürich (Switzerland) for the same organization she headed back to Bordeaux and started working for the Bordeaux Chamber of Commerce and Industry, a public body which tasks are to support the business development of private companies.

In 1998, Catherine oversaw the setup of an international network around wine and in June 1999, launched the Great Wine Capitals Global Network.

She is still in charge of the Network as its managing director and supervises the development of the organization as well as the marketing and communication activities.

For the last twenty years, she has been working with a lot of conviction and energy in the development of wine tourism in the Bordeaux vineyards and through her activities with the Great Wine Capitals where she has gathered valuable knowledge in global wine tourism.

GUESTS

ADRIAN BRIDGE

Adrian moved to Portugal in 1994 to grow the Taylor Fladgate and Fonseca Porto brands in the UK and USA. In 1998, he became CEO of the Taylor Fonseca Group, spearheading its expansion by acquiring valuable industry assets, including Croft and Delaforce Port, and forming an enlarged group called The Fladgate Partnership.

Adrian has been at the forefront of innovation and change in the Port industry. In 2008 he created rosé Port, the first new category for a generation, and launched the super-premium Port segment with the high-profile release of Taylor's Scion in 2010. In 2014 he expanded the luxury gifting market with a series of 50-year-old Single Harvest Ports.

Adrian created The Yeatman, Porto's first world class luxury hotel, later adding two more iconic properties to the group's portfolio, The Vintage House and Hotel Infante Sagres. Adrian is the creative force behind the concept and construction of the World of Wine which includes 6 museums / experiences, 10 restaurants / bars, a wine school and retail arcade. This new cultural district has been implemented in 35,000 m² in the historic Port lodge area of the city and was opened on the 31st July 2020.

Adrian is leader and mentor of the Porto Protocol, a global climate change initiative.

CARO FEELY

Caro Feely is co-owner of Chateau Feely organic, biodynamic estate; author and certified wine educator. She holds a BCom, an MCom (Economics), WSET L3 and has 15 years' experience in organic farming, winemaking, tourism and writing and more than 30 years entrepreneurship and project management experience. Caro writes, speaks and teaches about wine (www.frenchwineadventures.com) and creates organic, biodynamic and natural wines at Chateau Feely in France (www.Chateaufeely.com).

Chateau Feely is an leader in organic and biodynamic wine and wine tourism. They are winners of the Best of Wine Tourism Gold trophy for the greater Bordeaux region in 2017, accommodation, and in 2013 for environmental practices.

In 2020 they launched a new range of virtual experiences offering clients the chance to visit, taste and learn about Feely wines from anywhere.

HEIDI NEWTON-KING

Fired up by Spier's intention to build a powerful values-based culture and sustainable business practices, Heidi signed up to the team in 1998. She has been the lynchpin for many of Spier's community partnerships and has brokered several successful collaborations. She is convinced that a sea change is possible if we all do small things differently, every day.

Heidi is strategically responsible for the Human Resources and Sustainability portfolio of the Spier group of Companies. She transitioned into the Sustainability portfolio after a five-year stint running the Leisure operations at Spier in 2013. She has over twenty years Human Resources and Business experience largely in the financial services and tourism industries. Prior to Spier, Heidi was with the Hollard Insurance Company for seven years. She completed her Masters in Sustainability with Ashridge Business School in the United Kingdom in 2016.

Currently, Heidi is the Vice-Chairperson of the board of trustees at the WildTrust Conservation in Kwa Zulu Natal and Chairs the Sustainability Institute board based in Lynedoch Stellenbosch.

CLIMATE TALKS

Climate Talks by Porto Protocol are a series of digital dialogues on matters relevant to the wine world in a changing climate.

From sustainable packaging to the role of nature and technology in building a climate response, different topics have been debated at our virtual roundtable with speakers from different corners of the world, that share their expertise, experience and challenges, thus inspiring those who listen to act further.

ABOUT PORTO PROTOCOL

The Porto Protocol Foundation is a non-profit organization, founded by Taylor's Port. Its hundreds of members are united by a binding commitment to make a greater contribution to mitigating climate change.

Born in the wine industry and spread across industries throughout its value chain, Porto Protocol was created under the belief that, if successes and experiences are shared, the response to climate change will be more effective.

Porto Protocol aims to be the place to inspire change, as well as a raise database, resources and viable solutions. All individuals and companies wishing to create a meaningful difference can contribute to and take benefit from this open platform.

Members of the Porto Protocol Foundation are committed to making a greater contribution to combating climate change and a member of the Strategic Tourism Council of Porto and North of Portugal..

ABOUT GREAT WINE CAPITALS

Founded in 1999, the Great Wine Capitals Global Network is an alliance of eleven internationally renowned cities and wine regions – Adelaide | South Australia (Australia); Bilbao | Rioja (Spain), Bordeaux (France); Cape Town | Cape Winelands (South Africa); Lausanne (Switzerland), Mainz | Rheinhessen (Germany), Mendoza (Argentina), Porto (Portugal), San Francisco | Napa Valley (USA), Valparaiso | Casablanca Valley (Chile) and Verona (Italy). These cities and wine regions share a key economic and cultural asset: their internationally renowned wine regions.

It is the only network encompassing the so-called “Old” and “New” worlds of wine and has developed and introduced several initiatives, notably the ‘Best Of Wine Tourism’ awards. These awards serve as an industry benchmark for excellence and recognize leading wineries and wine-tourism related businesses within each Great Wine Capital that have distinguished themselves in areas such as innovation, service and sustainable practices.

CONTACTS FOR THE MEDIA

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