

PUBLIC TALKS  
**British Columbia as a Wine Territory:  
Catalyzing Shared Understanding of its Identity**

Venue: Penticton Public Library

***Creativity, Universities and Regional Socio-Economic Development, Roger Sugden***

**Thursday 12<sup>th</sup> October 2017, noon - 1:00 pm**

The opening speaker in the series introduces the visual exhibition, *Refractions: Appreciating the British Columbia Wine Territory*. Sugden considers the role of universities in their regions. He focuses on the need for a deeper discussion of the role of universities to bring together different approaches to knowledge - by researchers, industry and citizens - and on what it means for a university to impact economic development in economies such as the Okanagan.

Drawing on illustrations from work with the British Columbia wine industry, Sugden considers the role of creativity and creative processes in exploring pluralistic views and ways of doing, new situations, and common interests.

***Collaboration and Understanding in a Successful Wine Cluster, Paul Davies***

**Thursday 9<sup>th</sup> November 2017, noon - 1:00 pm**

The second speaker in the series considers the role of value threats in helping to develop group identity. Lack of identity hinders the wine industry from acting collectively, with implications for the development of a region and its perception as a global player. Davies focuses on the role of value threats in affecting inter-group relations, making normally distinct and competitive subgroups quickly come together into a common 'in-group'.

Davies - an expert on inter-group relations, specifically on stereotypes, prejudice and discrimination - explores common means by which an identity that becomes salient can impact collaboration and understanding, leading to regional socio-economic success.

***Creativity and Voice in a Successful Economy, Silvia Sacchetti***

**Thursday 23<sup>rd</sup> November 2017, noon - 1:00 pm**

The third speaker in the series deals with the role of creativity in the expression of voice. Sacchetti's particular concern is voice that brings about wider participation in socio-economic processes. She focuses on innovative ways to influence the economic emancipation of regions and localities, and reflects on what people in a particular context may do or want to do - in terms of their aspirations and actions - to impact the development of their region. In addressing these issues, attention is drawn to lessons and implications for the BC wine industry.

Sacchetti is interested in the development of inclusive economies and localities, and building inclusive relations amongst communities of interest at all societal levels.

***Identity and Cohesion in a Successful Wine Cluster, Jacques-Olivier Pesme***

**Thursday 30<sup>th</sup> November 2017, 6:30 pm - 7:30 pm**

The speaker series culminates in a discussion of the capabilities and strategies that are needed to achieve global recognition for the British Columbia wine cluster. Pesme considers the importance of a shared identity across the region, and collaboration across the industry. He focuses on how people in the wine industry perceive themselves and their relationships with each other, their relationships with the land and wider environment, and other distinct features of BC as a wine territory.

The presentation includes comparisons across wine regions in the world, and highlights the challenges that arise for today's wineries in BC. Pesme also considers new global trends in the industry, which require adaptation to new practices, understanding of new markets, restructuring, and professionalization of its actors.