Join us for Tropilunch!!

**Wine with a Bouquet of Biodiversity: Understanding Winegrowers’ Adoption of Conservation Practices in Chile’s Mediterranean Ecosystems**

Talk by Marcela Márquez-García  
Doctoral Candidate  
SNRE

September 30th  
12:45-1:45pm  
Grinter 376

**Biography:**  
Marcela is a PhD candidate at the School of Natural Resources and Environment (SNRE), working in the human dimensions of biodiversity conservation under the supervision of Dr. Susan Jacobson. She pursued a Bachelor in Environmental Sciences and a Master in Ecology at Universidad de Chile. She has worked implementing sustainable development programs in Chile, organizing and facilitating participatory projects with local communities, and interacting with different audiences, mainly through outreach and environmental education projects. As the General Coordinator of the Outreach and Science Education Program of the Institute of Ecology and Biodiversity (IEB-Chile), she successfully coordinated numerous activities in different regions of Chile and developed innovative products that have had a broad impact in the country. Her dissertation investigates the individual and institutional factors that promote the adoption of conservation practices among winegrowers in Chile, and evaluates the impact of an emerging initiative that fosters pro-environmental behavior in the dangerously threatened Mediterranean ecosystems.

**Content:**  
Marcela will be presenting the results of a study that compares the individual and institutional factors of adopting conservation practices among Chilean winegrowers participating in a sustainability program. This study enhances the understanding of the dynamics of the influences on corporate environmental management, and identifies some factors beyond winegrowers’ finances that explain adoption of conservation practices. The findings are being used to determine effective education and policy strategies to foster collaborative efforts for conservation of Chile’s Mediterranean region.

_Tropilunch is a weekly seminar run by graduate students from the Tropical Conservation and Development (TCD) Program. It provides a forum for a range of discussions and presentations related to TCD work and research. Students are provided with an opportunity to present and discuss their research projects with peers and faculty. In addition, discussion sessions on issues of current interest are also held. Visiting scholars and conservation practitioners also participate when available. It is held every Tuesday at 12:45 p.m. in Grinter 376._