



# More than wine: Cultural ecosystem services in English and Californian vineyard landscapes

Klara J. Winkler\*<sup>°</sup>, Kimberly A. Nicholas\*  
\*LUCSUS, Lund University, Sweden  
<sup>°</sup> Oldenburg University, Germany

@kj\_winkler

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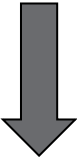
- Introduction
  - Methods
  - Results
- Conclusion

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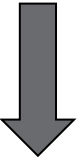
# Motivation



climate change or economic interest



land use change



landscape change



# Case Studies

## England

part of the Wine Exemplar of

 OPERAs research project

emerging industry



# Case Studies

California has ....:

- 170 times larger producing area
- 12 times bigger average vineyard size
- 30 times more wineries
- bigger production variety

... than England



# CICES - Classification

provisioning

regulation &  
maintenance

cultural



# Cultural Ecosystem Services (CES) in Vineyard Landscapes



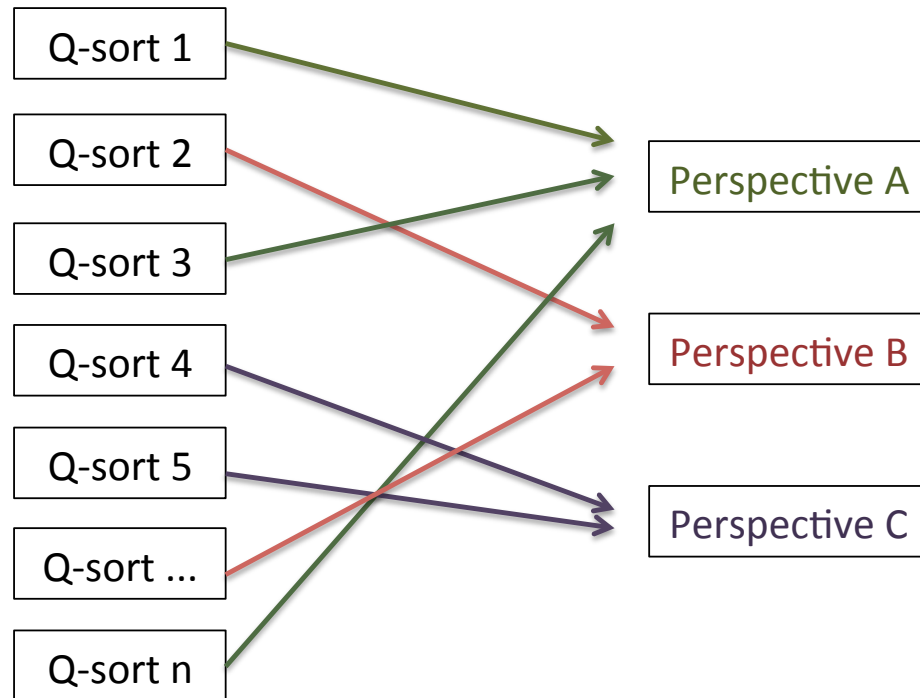


## Which CES do people value in surrounding landscapes?

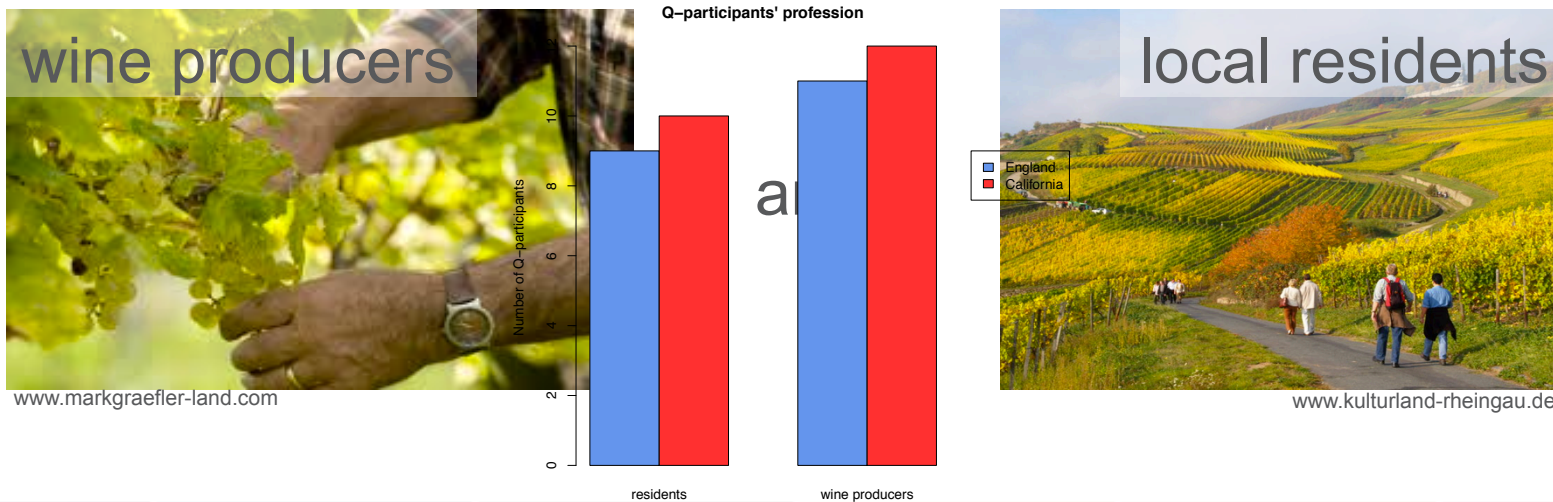
- How does landscape familiarity shape perspectives?  
(England vs. California)
- Do personal experiences influence perspectives?  
(wine producers vs. local residents)
- How are potential land use changes perceived?  
(users of current landscape vs. of changed landscapes)

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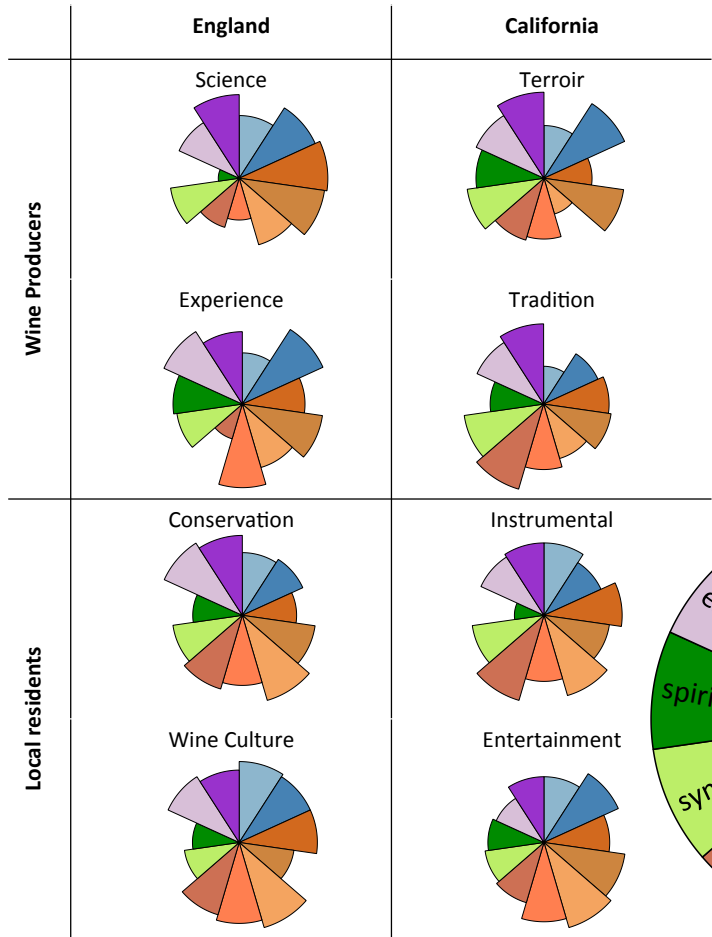
- qualitative approach using factor analysis to identify social perspectives
- Q-participants sort Q-statements in pre-defined raster
- Factor analysis to identify similar sorting patterns



- 4 Q-statements per CES class → 44 Q-statements
  - “My region has a unique wine producing tradition” (symbolic)
  - “Vineyards inspire art” (aesthetic)
- 42 Q-participants sorting the Q-statements online



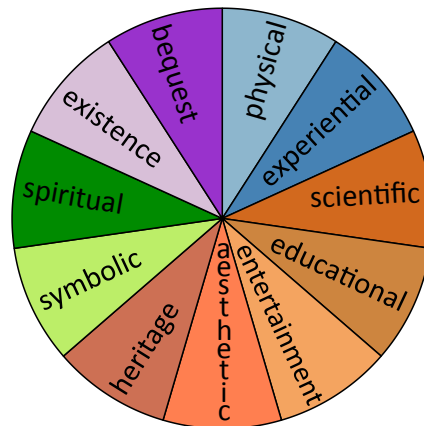
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4 perspectives identified in each case study

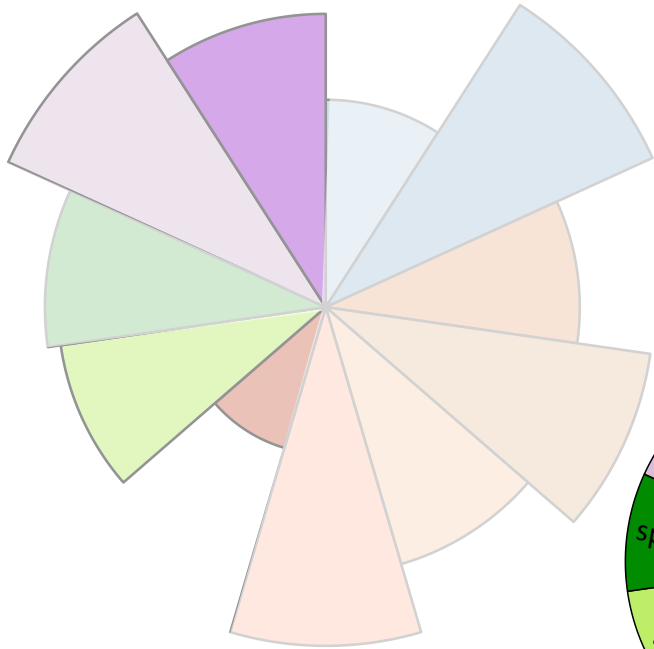
## Differences

- England vs. California
- wine producers vs. local residents
- fear of change

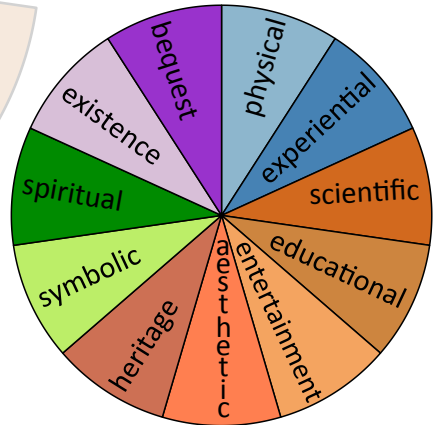
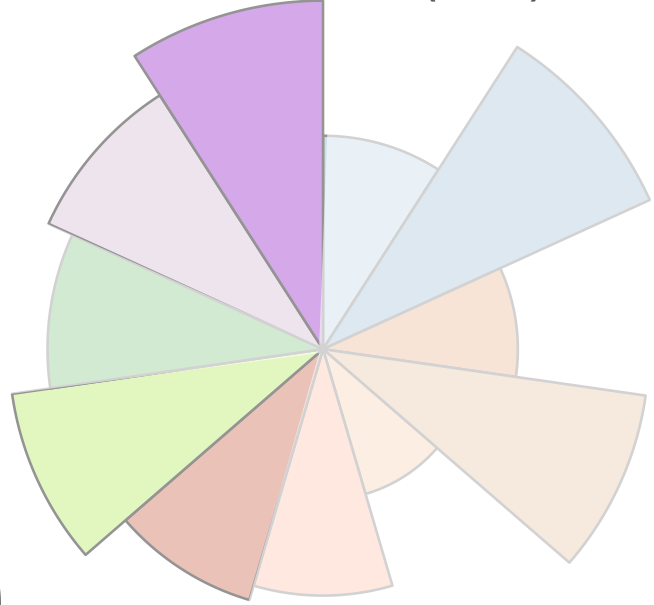


# Results: England vs. California

## Experience (UK)

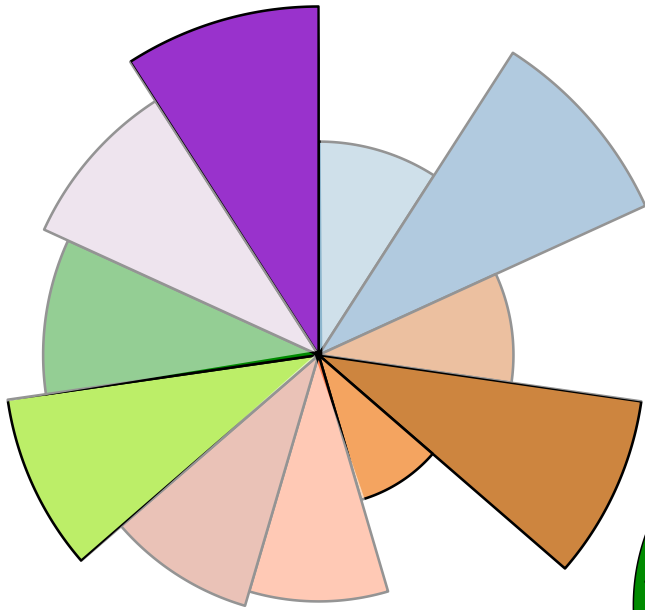


## Terroir (CA)



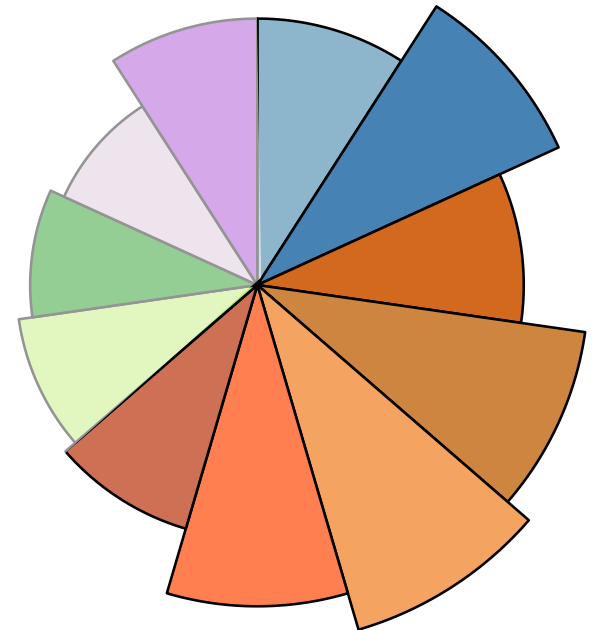
# Results: Wine producers vs. local residents

## Terroir (CA)

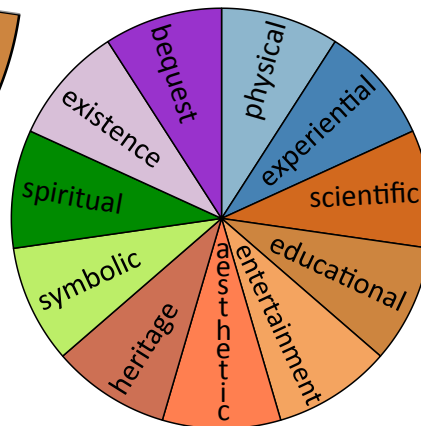


wine producers  
= users

## Entertainment (CA)



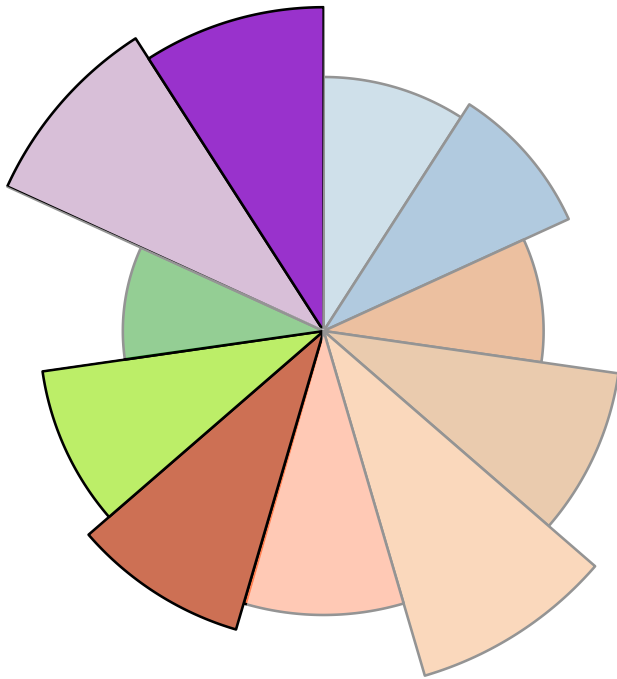
local residents  
= beneficiaries



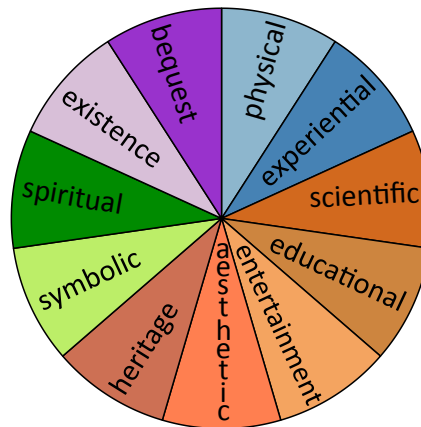
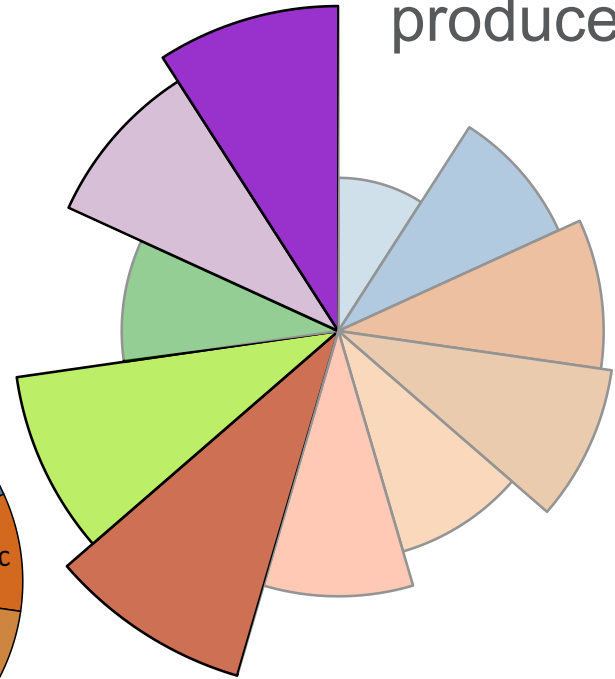


# Results: fear of change

Conservation (UK, residents)



Tradition (CA, wine producer)



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- different perspectives on CES in a landscape exist
- landscape familiarity shapes perspectives esp. on heritage and symbolic CES
- experiences in and with a landscape form the perspective on it
- land use changes from people who do not benefit from the current landscape
  - local residents value personal interactions with landscape
- Governance of ES must assess & integrate intangible CES and perceived trade-offs

Thank you!



Klara J. Winkler, University of Oldenburg  
[klara.johanna.winkler@uni-oldenburg.de](mailto:klara.johanna.winkler@uni-oldenburg.de)  
@kj\_winkler



[www.operas-project.eu](http://www.operas-project.eu) • [info@operas-project.eu](mailto:info@operas-project.eu)



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