

Solidarity Wines: How to Combine Solidarity with the Wine Industry

By Gina G. Córdova P.

Abstract

Motivation for Choosing this Topic: The motivation for this thesis is to demonstrate that solidarity and business are not mutually exclusive. Initially, the business idea focused on wine exports. However, the diagnosis of ALS (Amyotrophic Lateral Sclerosis) in my husband forced us to rethink our business model. This personal challenge inspired us to explore how wine could be more than just a passion; it could also be a means to support those in need. The ILUSIÓN+ project was born from this reflection, combining our love for wine with a strong commitment to social responsibility. This thesis aims to reflect this journey and show that business can also make a significant social impact.

Problem/Objective: The main goal of this thesis is to dive deep into what solidarity wines are all about, from their beginnings and growth to how they impact the wine industry and society. I want to explore how the wine industry can genuinely embrace social responsibility and what benefits this brings to both the industry and the communities it aims to help. Additionally, I'll be sharing the story of the ILUSIÓN+ project, our own solidarity wine initiative, to provide a real-world example of how this concept works in practice.

Methodology: For my research, I conducted a comprehensive review of the literature on both historical and contemporary examples of solidarity wines, examining their structures, strategies, and impacts. Additionally, I looked at specific projects, including our own ILUSIÓN+ initiative, to gain concrete insights. I also conducted qualitative interviews with key stakeholders—such as producers, consumers, and foundation representatives—to gather their firsthand perspectives on the effectiveness and challenges of these initiatives.

Content: The thesis is structured as follows:

1. **Introduction** - Introduction to the concept of solidarity wines and the motivation behind this research.
2. **Theoretical Framework** - Definition and history of solidarity wines, including significant milestones and influential projects.
3. **Author's Relationship with Solidarity and Wines** - Personal narrative and motivations, leading to the creation of ILUSIÓN+.
4. **ILUSIÓN+ Project** - Detailed examination of the ILUSIÓN+ project, from idea to execution, product development, branding, and social impact events like ILUSIÓN DAY.
5. **Impact of ILUSIÓN+ Social Actions** - Analysis of the benefits and social impact generated by ILUSIÓN+, including financial contributions and community awareness.

6. **United for a Social Cause** - Stories from ILUSIÓN+ collaborators, highlighting the roles of producers, foundations, and consumers.
7. **Conclusions and Reflections** - Reflection on the key findings, potential improvements, and future directions for solidarity wines.

Conclusion: The ILUSIÓN+ project has shown me that the wine industry can truly embrace social responsibility and thrive. Through this project, we've managed to raise significant funds for foundations supporting neurodegenerative disease research and have brought much-needed awareness to these causes within the wine community and beyond. This journey has taught me that solidarity wines not only provide financial support but also create a strong sense of community and shared purpose among everyone involved. I firmly believe that social entrepreneurship in the wine industry is not only possible but can also make a profound impact. I hope our experience with ILUSIÓN+ can inspire others to blend business success with social good.