

# The Spirit of Inclusion Initiative

## How Good Partners can support

### The Program

Through *Spirit of Sustainability*, the LCBO is committed to championing equitable representation and building communities where all individuals have access to the opportunities they need to thrive. That's why we launched the *Spirit of Inclusion Initiative*, a program designed to create opportunities for diverse women to enter, advance and thrive in the beverage alcohol industry.

Together with our impact partners, the program will provide bursaries and scholarships, facilitate mentorship relationships, and identify paid co-op placements for diverse women who are looking to begin or advance their careers in the winery, brewery, and distillery fields.

### Our Impact Partners

Here's how we will work with our impact partners:

**Niagara College** will administer the *Spirit of Inclusion Initiative* scholarships and bursaries to diverse women registered in one of their beverage alcohol programs. Selected students will also receive support and have a safe space to talk about their experiences through the *Spirit of Inclusion Initiative* mentorship program.

**Brock University** will establish a *Spirit of Inclusion Initiative* research scholar position focused on gathering data on industry diversity in Canada and better understanding the barriers for diverse women entering or trying to advance their careers in the industry. Mobility bursaries will also be provided to diverse women specializing in wine management who would like to earn a double degree through Brock's partnership with the Burgundy School of Business in France.

**Canadian Women's Foundation** is a national leader in the movement for gender equality with experience steering economic development programs. CWF will work with the LCBO to evaluate the *Spirit of Inclusion Initiative* and recommend how to scale the initiative to create greater impact. They will also support the mentorship program.

**Vinequity** ensures BIPOC Canadians working in the wine industry are given equitable treatment and opportunities to access, grow and thrive as visible leaders. Given our shared goals, the LCBO and Vinequity will partner to increase opportunities for diverse women pursuing a career in the wine industry to access financial and mentorship support.

### Opportunities for Good Partners

We invite you to join LCBO in our vision to enhance diversity in the beverage alcohol industry in one or more of the following ways:

- 1 Make a donation.** The *Spirit of Inclusion Initiative* is established at Niagara College and Brock University. We would love to work with you to facilitate a donation, please find our contact information below.
- 2 Identify mentors.** Recommend diverse women who are established professionals within your organizations to mentor *Spirit of Inclusion Initiative* students who are studying to begin or advance their careers.
- 3 Identify eligible students.** Share the program with diverse women in Ontario who are eligible for *Spirit of Inclusion Initiative* scholarships, bursaries and programming.
- 4 Offer paid co-op placements or employment opportunities.** Create opportunities within your organizations for participating students to gain work experience and build connections in the industry.
- 5 Amplify the program.** Share the *Spirit of Inclusion Initiative* across your networks to increase awareness of the opportunities for diverse women to enter and advance in the industry, and further industry dialogue about how we continue to grow and maintain equitable representation.



### Eligible Students

Students who self-identify as a woman from a diverse background currently under-represented in the beverage alcohol industry will be eligible to apply for *Spirit of Inclusion Initiative* scholarships, bursaries, and programming. Examples include but not limited to: Black women, Indigenous women, Women of Colour, women with disabilities, first generation Canadians, 2SLGBTQ+, non-binary gender.

Applicants must be registered in one of Niagara College's beverage alcohol programs: Brewing & Operation Management, Winery & Viticulture Technician, Artisan Distilling, and Beverage Business Management.

Selected students will also demonstrate an interest in participating in programming throughout the year, including mentorship and events, and be open to sharing their experiences.

**We hope you are excited to join us in advancing equitable representation, for the good of Ontario.**

To share information or ask questions about the Spirit of Inclusion Initiative, please contact:  
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**LCBO** SPIRIT OF SUSTAINABILITY

