



## Grant guidelines

### About Penfolds Evermore

Penfolds Evermore is our community and sustainability platform and Penfolds' commitment to contribute to a world where future generations can thrive. Evermore captures Penfolds' aspirations as a global winemaker, employer and leader to leave a positive mark on the places, communities and people connected to Penfolds.

Evermore has three strategic priorities:

1. **Community and Culture:** supporting Penfolds communities, local and global, by fostering connection and culture to help create thriving communities.
2. **Future Winemaking:** Advancing winemaking and viticulture through ongoing innovation and supporting the next generation of bold and curious winemakers to support a thriving industry.
3. **Towards Sustainability:** Taking steps to help preserve our natural world focused on production practices and innovative low-impact winemaking and viticulture to support a thriving world.

### 1. About this grant round

#### Funding priorities

The purpose of this grant round is to support community, winemaking and viticulture in France, particularly in communities connected to Penfolds.

Initiatives will be funded where they:

1. deliver impact in a priority field of:
  - a. **Community:** projects that support communities to thrive, for example by fostering connection, experiencing culture or increasing community resilience
  - b. **Winemaking and viticulture:** projects that contribute new approaches or thinking that support a resilient and thriving winemaking industry
2. Are innovative projects that are aligned with the Penfolds brand values (see examples below)
3. Are connected to a Penfolds community in France. (see examples below)

Penfolds is particularly interested in receiving applications for projects that will deliver impact in Bordeaux and surrounding regions, and projects that provide an opportunity for Penfolds to be involved.

#### *What we mean by delivering impact*

Penfolds seeks to fund projects that are delivering tangible and measurable impact that support thriving communities and/or a thriving winemaking and viticulture industry. Projects for private benefit will not be eligible.

### *What we mean by Community*

Penfolds seeks to support communities to thrive. A community should be able to define its own dimensions of thriving, and the Application provides space to articulate which community is to be supported and how the project contributes to that community thriving.

### *What we mean by winemaking and viticulture*

Penfolds seeks to support initiatives that support the future of winemaking, whether this relates to innovative winemaking and viticulture methods, exploring applications of new technology, reinvigorating methods from the past that have a role in the industry's future, fostering climate resilience, or supporting the people that are the future of the industry.

### *What are Penfolds brand values?*

Penfolds seeks to fund projects aligned to its brand values of:

- The power of blending
- Always venturing beyond
- Unwavering conviction
- Never forgotten

### *What do we mean by Penfolds Community in France?*

Penfolds interprets community connection broadly. Some examples of Penfolds communities in France include:

- Communities connected to Penfolds by location in the Bordeaux winemaking region
- Communities connected to Penfolds by proximity to Penfolds' Chateau Lanessan property
- Communities connected to Penfolds by industry (winemaking, viticulture, wine retailing)
- Communities of Penfolds consumers

Penfolds is particularly interested in applications to support initiatives in the Bordeaux winemaking region.

### **Project timing**

Applicants are encouraged to submit Applications for projects or initiatives that will run in or commence in FY 2026 (they do not need to be complete within FY 2026).

### **Grant process**

Penfolds will grant up to 120,000 euros in total and may make up to 5 grants in this grant round, at its discretion. Applicants are encouraged to submit applications with funding requests for amounts below the full \$200,000 granting pool.

The grant will be awarded via a two-step process. Applicants must submit an application via <https://penfolds.smartygrants.com.au/France2025en>. Penfolds will then select a group of applications to progress to further assessment. A judging panel appointed by Penfolds will decide the final outcome.

Applications must be submitted by Sunday 20 April 2025 Applicants must agree to the Penfolds Evermore Terms and Conditions

[<https://image.wine.penfolds.com/lib/fe9912737467067877/m/1/5b9fb06d-31c6-4733-b856-5b927d71439b.pdf>]. Applications may be submitted in French or English.

## Eligibility

All applicants must meet eligibility criteria to apply for the grant, including:

- Applications may be submitted by individuals aged 18 years or over, businesses, community organisations and not-for-profits and educational and research institutions. Applicants do not have to be incorporated but if incorporated, relevant details must be provided to the Program.
- Applicants must be based in France but do not have to operate solely based in France.
- Projects must not be focused on people aged under 18
- Applicants cannot be current employees or directors of Penfolds Wines or Treasury Wine Estates
- Applicants cannot be political parties, lobby groups or Government bodies (with the exception of educational or research organisations)
- Proposed Initiatives must not involve political lobbying, illegal activities, high-risk activities or anything that may have overt appeal to minors (under 18's)
- The proposed Initiatives must be carried out in France.
- The Applicant must have (or be ready to acquire) insurance (including public liability insurance) against any claims for loss or damage to property and injury or death to persons arising from activities the subject of the application and provide Penfolds Wines with proof of such insurance promptly when requested
- Funding via the Grants cannot be applied retrospectively to activities that have already been carried out.

For all grant conditions, please see the Penfolds Evermore Terms and Conditions

[<https://image.wine.penfolds.com/lib/fe9912737467067877/m/1/5b9fb06d-31c6-4733-b856-5b927d71439b.pdf>].

## Assessment criteria overview

Penfolds will consider the following when assessing Applications (note this list of considerations is not exhaustive and Penfolds may consider other factors at its discretion):

- The proposed Initiative demonstrates an innovative or visionary approach;
- The proposed Initiative has a connection to a Penfolds community in France;
- The proposed project delivers impact in a priority field of:
  - **Community and culture:** supporting communities to thrive by connecting, experiencing culture or increasing community resilience, with a particular interest in the Bordeaux region
  - **Winemaking and viticulture:** projects that contribute new approaches or thinking that support a resilient and thriving winemaking industry in France
- The Applicant is well-placed to deliver the proposed Initiative with reference to, experience, skills, reputation and community connections;
- The Applicant and proposed Initiative is aligned with the Evermore Program goals and Penfolds brand values
- The proposed initiative offers value for money and is feasible;
- The Application has been completed in full and satisfactorily, and is accompanied by any required supporting documentation; and

- The proposed initiative provides opportunities for collaboration with or involvement of Penfolds (will be viewed favourably but not essential).

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