Geographical indications: a sustainability pathway
In a context of world climate change, population growth, globalization and specialization of agriculture, **agriculture and food systems are facing important challenges in terms of their sustainability**.

- Agriculture occupies nearly 40% of total land area and is a major driver of deforestation.
- Agriculture uses 70% of global water withdrawals.
- The food system causes more than 20% of global greenhouse gas emissions.
- 29% of commercial fish populations are fished at an unsustainable level.
- 793 million people suffer from chronic hunger.
- 161 million children under the age of five are stunted.
- 3.4 million people die each year due to overweight and obesity.
- The cost of malnutrition is of about 3.5 trillion USD per year.

**Territorial approaches are key to implement 2030 agenda.**

- 1.2 billion people work in agriculture - about 31% of the global workforce.
- 793 million people suffer from chronic hunger.
- 161 million children under the age of five are stunted.
- 3.4 million people die each year due to overweight and obesity.
- The cost of malnutrition is of about 3.5 trillion USD per year.
Sustainability is embedded in GI, around three specificities:

Terroir – preservation of local resources
- A place based approach, similarities with agroecology principles
- Local resources, link with origin that is formalized as rules into a tailored made specifications - traditional knowledge, biodiversity
- To be preserved for the economic value in the future

Endogenous development:
governance, ownership, stewardship
- Creation and redistribution of values to local
- Small holders and women empowerment

Market tool combined to public goods (culture, territory, etc.)
- Consumer guarantees
- Public – private coordination and policies, local, national, international

Biodiversity, landscape...
Food heritage, food diversity
Nutrition security
Women empowerment
Consumers protection
Outmigration
Resilience
Rural development
Inclusiveness
1. **IDENTIFICATION:**
   - What are the sustainability challenges for the territory?
   - Priorities to address in the three dimensions?
   - How GI processes can address them? (within specifications or other approaches)

2. **QUALIFICATION:**
   - Elaboration of the specifications need to take into account the human/cultural and natural resources
   - Establishment of good Governance

3. **REMUNERATION:**
   - Economic sustainability through right partnerships and relevant markets
   - Communication about the sustainability in relation with GI nature

4. **REPRODUCTION OF LOCAL RESOURCES**
   - Is a pathway not a state – keep adjusting system to the needs, improving the system in a iterative way

5. **ROLES OF PUBLIC ACTORS**: supportive policies or regulation for compulsory measures?
What is needed?

Stakeholders are not enough aware of the sustainable nature of GI

- Better to communicate and raise awareness, especially producers and consumers

Sustainability is a complex matter... challenges are different according to the production system

- Need for appropriate framework and tools for GI producers to make decision in a participative manner

How to preserve the « GI concept »?

- Assessment that take into consideration GI specificities
- Approaches that preserve producers leadership supported by relevant expertise
- Tools that can be managed by GI associations and producers themselves
How to do?

Technical assistance
Sensitization and capacity building in different ongoing projects
(e.g. Action plan for the Continental GI strategy for Africa, technical cooperation in Asia, Central Asia etc.)

Guidance tools
• Guidelines for evaluation of GI impacts – prospective and retrospective, with University of Florence (forthcoming)
• Preparation of publication on Best practices for GI sustainability with Strenght2Food project and University of Parma

FAO and oriGIn collaborations
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- **2016-2017**: benchmark study
- **May 2017** expert meeting and task force for the preparation of the Sustainability Strategy for GIs (SSGI)
- **October 2017**: SSGI endorsed at oriGIn General assembly in Treviso

1. support their members and other stakeholders in the prioritization of issues in line with local contexts
2. provide knowledge and tools that can help self-assessment, target setting and continuous improvement
3. more systematically communicate sustainability to stakeholders, as an additional point of differentiation apart from quality and reputation and as an avenue to build alliances to support territory sustainability objectives.

**PRIORITIZE** Sustainability topics for Geographical Indications

**ASSESS** the needs and opportunities for action,

**IMPROVE** the GI performance by measuring

**COMMUNICATE**
FAO and oriGIn Collaborations:

- **2018**: Marcala Coffee DOP pilot and preparation and testing of tools

- **2019**: Toolkit: support GI producers and their associations in the identification and prioritization of their sustainability challenges

**NEXT:**
- Develop GI sustainability framework for assessment and improvement in different sectors
- June 2020: first biannual conference FAO-oriGIn

**FAO and oriGIn Collaborations**

- **Prioritize** Sustainability topics for Geographical Indications
- **Assess** the needs and opportunities for action
- **Improve** the GI performance by measuring

**Communicate**

You will know more in session F!
Thank you for your attention!