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Why GI Sustainability Manifest matters?

An introduction linked to FAO vision on GI as a tool for sustainable food system

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Towards a Geographical Indication
Sustainability Manifest

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Global key issues for food security and food system sustainability

Issues	GI contribution
<ul style="list-style-type: none">• Traditional food systems threatened• Loss of biodiversity (resilience)	<ul style="list-style-type: none">→ GI products with specific races and varieties, and traditional knowledge
<ul style="list-style-type: none">• Market access for smallholders, gender issues• Delocalization, rural emigration	<ul style="list-style-type: none">→ GI inclusive value chain→ local economy
<ul style="list-style-type: none">• Food and nutrition security	<ul style="list-style-type: none">→ GI contribution to diversified and traditional diets→ Info and guarantees to consumers



Why GI can contribute to more sustainable food systems?

Territorial approach

- *Link with origin that is formalized into the specifications: rules that can address specific issues related to sustainability*
- *Local producers as main actors – redistribution of benefits locally and more balanced power distribution along the VC*
- *Collective and participatory approach to build a common vision for the future of a territory, small holders to joint their forces, economies of scale and VC efficiency*



Market tool combined to public goods

- *Public – private coordination, policy dialogue*
- *Coordination between levels: local, national and international*



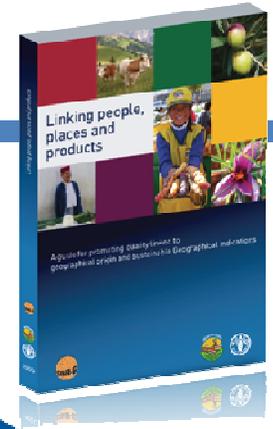
Consumers perspectives

- *Information on origin and history*
- *Food diversity: cultural aspects, impact on nutrition*
- *Guarantees on quality and origin for consumers*



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Quality Virtuous Circle at local level



1. **Identification :**
 1. Product: specific quality?
 2. Place: what resources involved?
 3. People: mapping of actors, awareness and collective action
 4. Market: Local, national, global?
 2. **Qualification :**
 1. Elaboration of the Code of Practice (CoP)
 2. Certification
 3. Recognition by public authorities - registration
 3. **Remuneration;**
 1. Roles of the GI association
 2. Marketing
 4. **Reproduction of local resources**
 1. Strengthening the system sustainability according to feedback - assessment of impacts
 2. Territorial strategy - tourism
- Roles of **public actors**



Interest for the oriGIn initiative

- Enhancing the sustainability of GI system (*reproduction of local resources*)
- Led by GI producers representatives – at global (oriGIn) and local (GI producers) levels
- “surf the trend” on *corporate responsibility* and sustainability reporting, to support market linkages of GI producers – led by GI producers
- Enhance visibility at global and local levels of GI standard and process as a tool to contribute to sustainable rural development and sustainable food system



Principles

- **Sustainability is a pathway and not a state** : a *GI sustainability manifest* to support more sustainable GI systems on a continuous basis
- **Importance of commitment** : voluntary basis
- **GI by nature can contribute to sustainability, thanks to their territorial approach**: the manifest and tools should highlight the GI system specificities:
 - Link to origin in the human and natural dimensions
 - Governance : collective action, producers participative process
 - Inclusive and fair value chain: bargaining power, redistribution of added value, women and small holders...
 - “Localization” of activity and benefits
 - “extended territorial strategy” development of other local activities
- **All GI systems should benefit from such an approach**, no barriers related to capacity or resources, and support provided
- **Importance of a sound approach** – NO *greenwashing*!!



Workshop objectives

Through the discussion with experts:

- to define further the methodological frame to serve as a basis to measure, implement and communicate sustainability for a diverse range of GIs.
- To define the road forward

Through:

- Presentation of the benchmarking results and identification of main gaps to be addressed
- Presentation of the use of evaluation tool based on SAFA (see SMART) and a GI sustainability assessment approach (Stregnth2Food, Glamur)
- Discussion with experts: experience sharing on the use of other methodologies, proposals, recommendations
- Presentation of a roadmap and discussions of further collaborations



Thank you!

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www.fao.org/in-action/quality-and-origin-program/en



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