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Section IX – Cultural Sustainability

From the point of view of Geographical Indications (GIs):

- Definitions
- How GIs contribute to ensure cultural sustainability (IPRs and related trade issues)
- Beyond cultural sustainability



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I. Definitions



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Geographical Indication (GIs)

- GIs: art. 22.1, WTO TRIPs Agreement
- “Appellations d’origine”: art. 2, WIPO Lisbon Agreement
- PDO, PGI, GIs: EU Regulations
- “Indicação de Procedência”: art. 176 IPL of Brazil



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Harris Tweed
AUTHORITY



napa valley vintners





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Cultural sustainability

- Sustainability: Sustainable development (**Burtland Report**)
- Culture: important activities for development of civilization and of people's minds (**Collins**)



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Cultural sustainability (from the point of view of GIs)

Ensuring that valuable traditions and “savoir-faire” in the production of goods, developed over decades or centuries in a given geographical area, are preserved, the right information is conveyed to consumers, and added-value is generated, to the benefits of present and future generations in the relevant geographical area and beyond **(MV)**



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II. How GIs contribute to ensure cultural sustainability



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GIs – IPRs and trade issues

Producers perspective

- Market geographical origin and its quality (differentiation)
- Turn agricultural products into “niche products”
- Protect tradition (as well as investments): **IPRs**
- “Capture” value added and increase revenues at local level



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GIs – IPRs and trade issues

Consumers perspective

- More conscious, demanding (information on quality, health, methods of production, environmental concerns, ...) and ready to pay premium price for quality
- GIs increase market transparency and reduce transaction costs

Markets perspective

- Trade regulations: reduction of tariffs and increase of non-tariffs issues (health, traceability)



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Some examples

- Worldwide sale value of EU GIs in 2010: 54,3 billion EUR (Study, DG Agri, published in 2012)
- Premium price: Blue Mountain Coffee sold at 43.44 \$ per pound, against 3.17 \$ for non-differentiated coffee (Teuber R, FAO)
- Job creation: half a million coffee producers in Colombia (FNC)
- Spill-over (tourism): “Routa del Tequila”, UNESCO World Heritage



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GIs and IP

- System of protection: *sui generis*, trademark, legislative act, labelling rules
- Length of protection: confusion of consumers, imitation, evocation, translation, *ex officio*, ...
- Need to strike a balance
- oriGIN Worldwide GIs Compilation: <http://www.origin-gi.com/member-area/origin-worldwide-gi-compilation.html>



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https://www.nespresso.com/fr/fr/order/capsules/rosabaya-colombia-capsule-cafe

Merci de vous identifier | Votre panier est vide

Nouveau : Livraison offerte pour toute commande Voir les modalités

TAILLE DE TASSE
Ristretto Espresso Lungo

PROFIL AROMATIQUE
Intense Equilibré Fruité

Assortiment

ORIGINE BRÉSIL 50 CAPSULES	21,30€
ESPRESSO 100 CAPSULES	36,40€
INTENSO 100 CAPSULES	36,80€
LUNGO 100 CAPSULES	37,40€
NESPRESSO 200 CAPSULES	72,00€
Édition Limitée	
CAFEZINHO DO BRASIL	0,45€

ROSABAYA DE COLOMBIA 0,39€ **Ajouter au panier**

INTENSITÉ
6

TAILLES DE TASSES
25 ML 40 ML 110 ML Recette Lait
Ristretto Espresso Lungo Cappuccino

SUGGESTIONS
PALETS AMANDE, NATURE, CARAMEL, CAFÉ

FRUITÉ ET ÉQUILIBRÉ
Sur une base douce, ce mélange d'Arabicas de Colombie déploie des notes typiques de confiture de fruits rouges, des notes fruité-vin, rappelant certains accords de vin. Provenant de petites plantations colombiennes, le café est cueilli à la main puis traité selon la méthode humide. Une torréfaction séparée sublime les notes fruitées et l'acidité tout en apportant du corps.
Prix aux 100g : 7,80€



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III. Beyond cultural sustainability



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Traditional pillars of sustainability

- Economic
- Environmental
- Social





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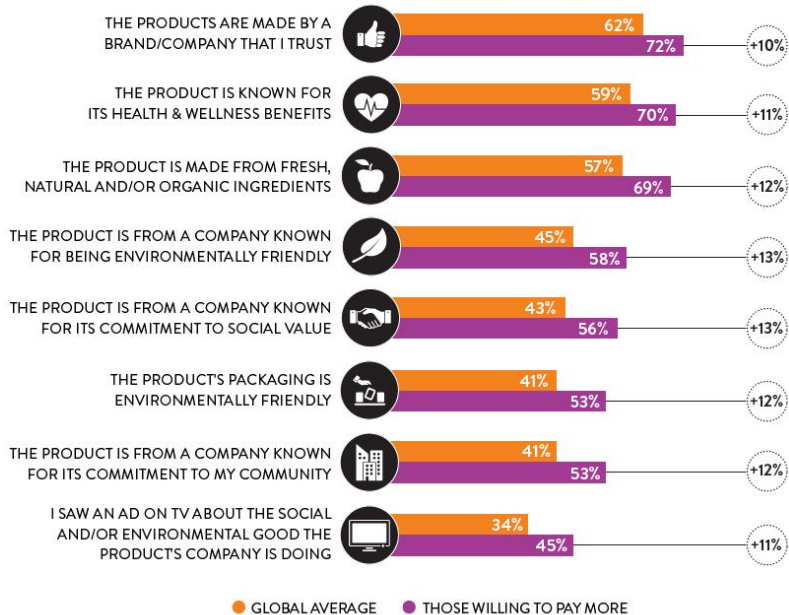
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TOP SUSTAINABILITY PURCHASING DRIVERS

Global Respondents vs. Those Willing To Pay More*



Top sustainability purchasing drivers (Nielsen Global Survey of SCR, 2015)

*Note: Key sustainability purchasing drivers were categorized as either "very heavy influence" or "heavy influence" by the indicated percentage of respondents

Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 2015



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Why it is urgent for GIs to respond to sustainability challenges

- Consumers' trust, markets and distribution channels requirements
- Conservation of resources
- Local community (no delocalization, collective governance, distribution of value along the chain)



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Why it is urgent for GIs to respond to sustainability challenges

- Risks if such issues are not addressed by the sector
- Need of objective indicators to measure sustainability: GIs system is used to independent controls



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Many thanks for your attention

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Video: <https://www.youtube.com/watch?v=IEugZL03fbY&feature=youtu.be>