

# oriGIn

**Towards a Geographical Indication Sustainability Manifest  
Objectives, approach and key issues –  
Geneva, May - 2017**



# GIs and Sustainability

## **The Economic Pillar**

- Maintain and/or increase local revenues and local employment
- Income for local producers

## **The Social Pillar**

- Keep local traditions and cultures alive.
- Preservation of the natural and cultural heritage, traditions, know-how and lifestyle in marginal areas.
- Strengthens social linkages between local actors and increases self-esteem among local actors as their identity and related way of life
- Development for fragile or remote areas

## **The Environmental Pillar**

- Preserve the environment and biodiversity
- Use of local resources - locally-adapted species, varieties, breeds and micro-organisms
- Traditional production systems with lower environmental impacts
- Protection of habitats, typical landscapes and genetic resources.

Source: FAO, A guide for promoting quality linked to geographical origin and sustainable Geographical Indications - Second edition

# Project Objective

Elaboration of a global sustainability manifest of Geographical Indications (GIs) to promote sustainable development through GI processes.

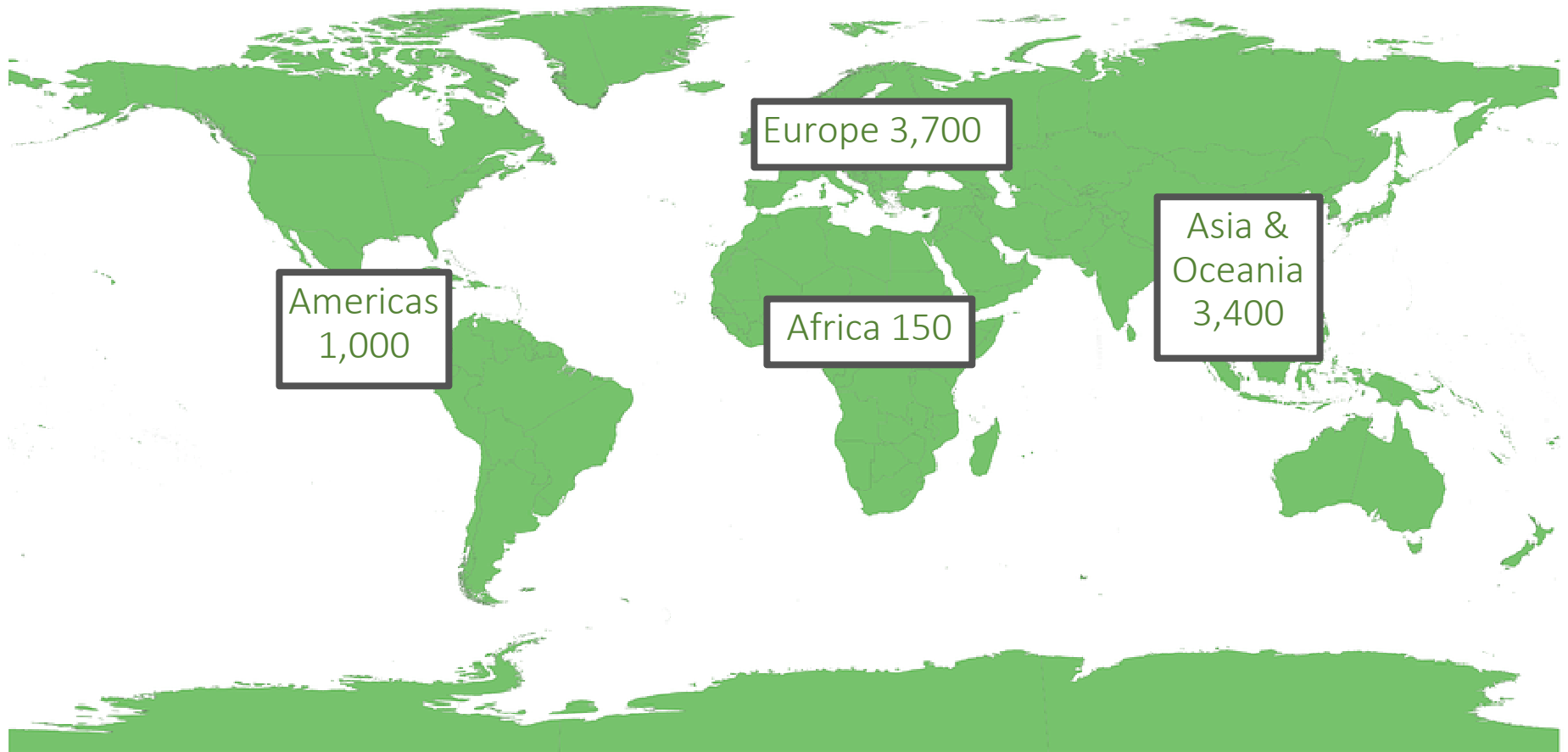
- **Phase 1**
  - Benchmark of Available Reporting Systems (GRI, SAFA, SASB, SDGs, VSS)
  - Review of Possible Tools
  - Consult Experts
  - Suggest methodology that can be adapted to different GI contexts
- **Phase 2** – Develop a GI Sustainability Manifest, supporting guidelines and adapt/develop tools as required
- **Phase 3** – Pilots for specific GIs.
- **Phase 4** - Communication platform under the oriGIn website to share the GI Sustainability Manifest and the tools for measuring progress among participating GIs.

# Agenda

- 1. The Case for Sustainability and GIs**
- 2. Phase 1 – Results of Desk Research**
- 3. Topics for Discussion**

# **1. The Case for Sustainability and GIs**

# GIs have a worldwide impact – Recognized GIs



# GIs are present in different stages of the Value Chain

A territorial approach that can extend across several stages of the value chain.



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## Products

← Dairy/dairy like products - Cheese →

← Ingredients - coffee, cocoa →

← Produce →

← Wine and Spirits →

# What oriGIn members have to say about Sustainability

- During the 7th General Assembly held in Fortaleza, Brazil in November 2015, oriGIn members decided to work on Sustainability and its relationship with GIs.
- As part of the project, in February 2017 a survey among origin members showed the following results:

Want to Know more	93%
Believe that Sustainability is an area of interest for GI	89%
Total GIs with formal sustainability policy	15%
Total GIs Reporting Regularly on Sustainability or CSR	41%
Reporting GI or a member *	63%
Members using 3rd party Certificators	41%
GIs that have been approached to build or help devise Sustainability programs by governments clients or other stakeholders	48%

\* Either a GI or one of its members reporting

Source: oriGIn member survey. n=27



# Why a GI Sustainability Manifest?

- **Consumer and Market demand**
  - Sustainability Reports
  - Ethical Sourcing Policies
  - Certifications and Labels
- **GIs have Sustainability credentials**
  - Sustainability is embedded in the GI concept e.g. quality, culture, identity, governance, tradition.
  - GIs have Sustainability credentials
- **GIs should have a say on their own priorities**
  - Brands and Retailers are making of Sustainability a point of market Access and differentiation
  - Sustainability: “more of a pathway than a state to reach”

**GIs - Commitment, Measurement, Communication**

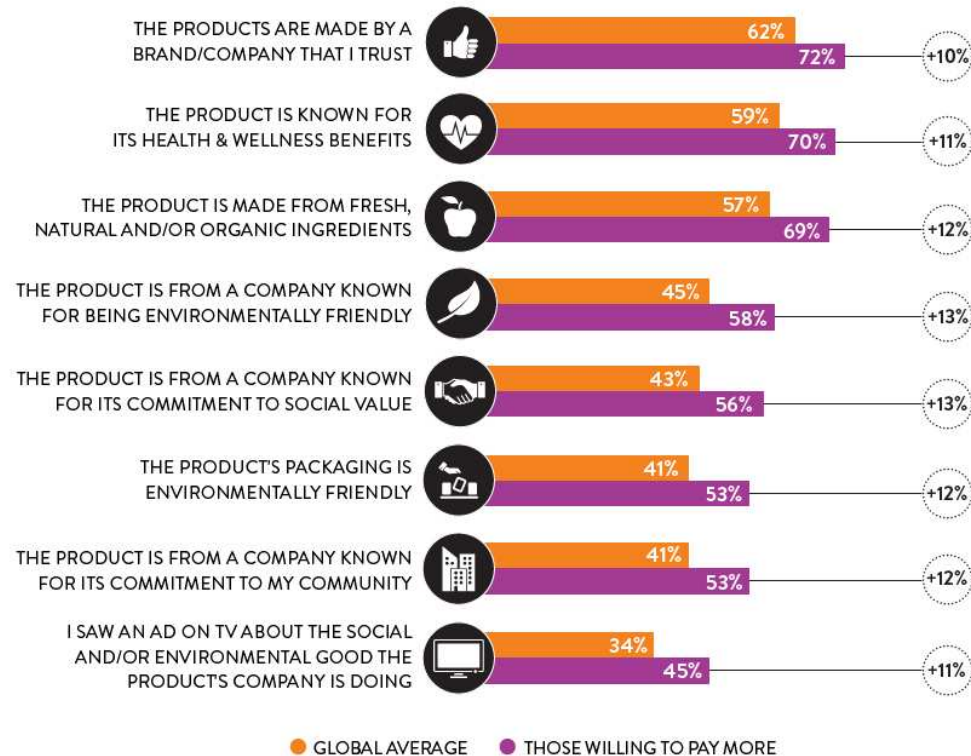
# The Opportunity: Consumers are increasingly demanding Sustainability benefits

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## TOP SUSTAINABILITY PURCHASING DRIVERS

Global Respondents vs. Those Willing To Pay More\*

Top 3 purchasing drivers align with characteristics of GIs



\*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

# Large Brands and Companies are Aware

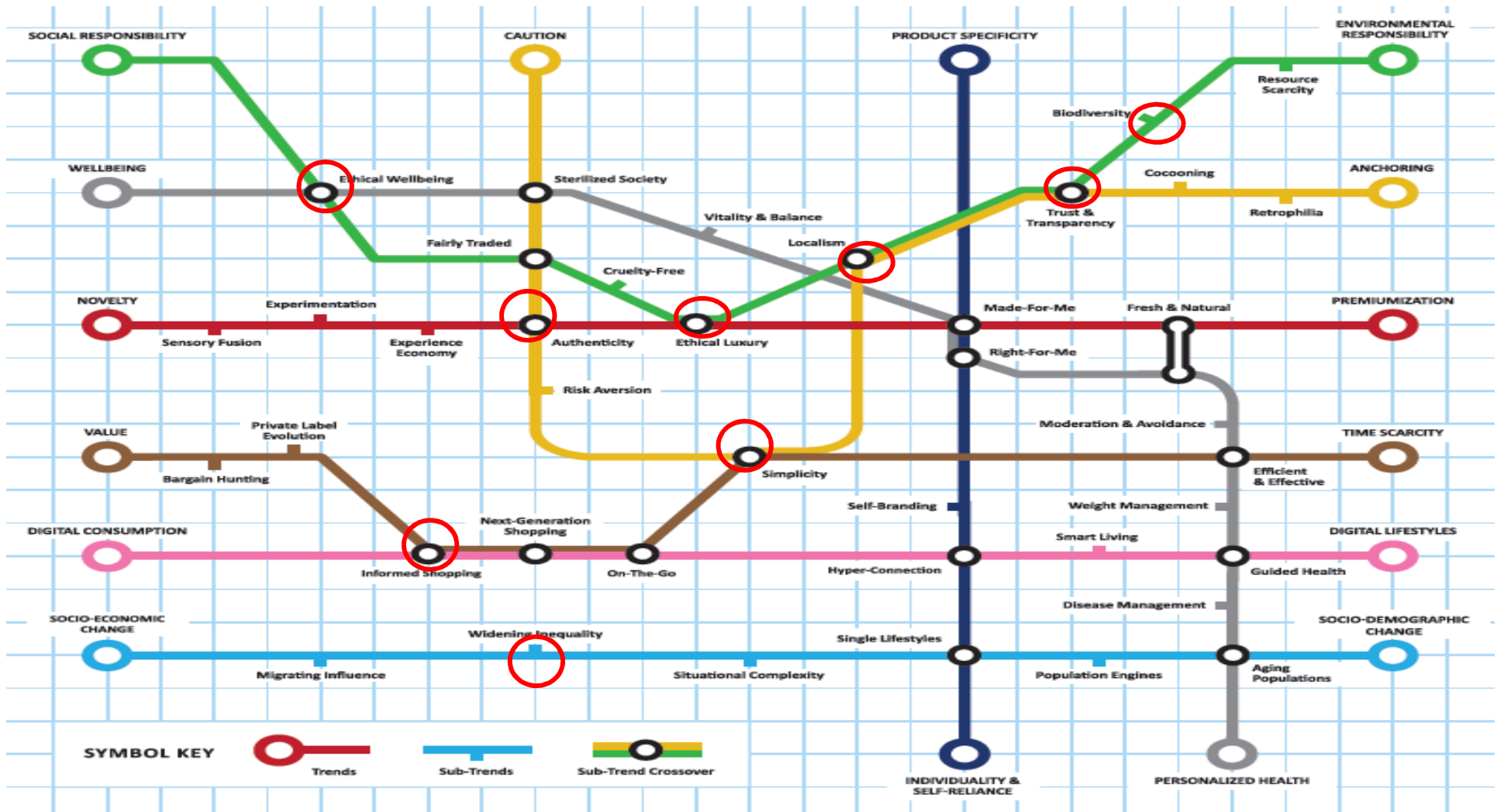


Sustainable brands and product lines exhibit high growth



# All Trains lead to Rome...

## ...and many GIs are late to catch it



# Sustainability and GIs - Leverage Strengths

- Trusted relationships with local stakeholders in the value chain
- Ability to understand and implement change in a defined territory
- Know the particularities of communities and territories
- Contribute to the conservation of local natural resources and biodiversity
- Contribute to preservation of traditional food products and local races and varieties, diversified and nutritious diets.
- Strong links to culture and identity

# An Opportunity for GIs

## Challenges in Engaging New Consumers

- **Lack of Understanding** - how do practices align with impacts – Lack of a strong narrative
- **Negative Perceptions about Quality** - a perception that green products do not perform as well. **GIs have an advantage here.**
- **Distrust of Sustainability Claims** - Confusing/misleading information has led consumers to be wary of purchasing these products.
- **Higher Prices** - willingness to pay a premium for products that have both quality and Sustainability attributes
- **Low Availability** - lack of availability/choice of sustainable products

**Key takeaway: be credible, use trusted methods for measurement and communicate clearly**

# GI Sustainability Manifest

## On a Global Level

We define a GI Sustainability Manifest as a formal declaration that can be endorsed by GIs around the world that will highlight the Sustainability benefits embedded in the GI concept and the commitment to continuously improve their production systems to be more sustainable for the benefit of producers and their territories, and consumers.

## On a Local – Practical Level

GIs that adhere to the Manifest would find both a guidance document and a practical tool that will become an instrument to:

- **Develop a sustainability strategy** for individual GIs that is relevant to their local context
- **Raise global awareness** on the sustainability benefits of GIs to consumers, retailers, local authorities and other stakeholders
- **Engage local stakeholders** around common objectives that help their regions of origin and their possibilities for differentiation beyond quality attributes
- **Help GI producer organisations** to identify their own priorities as it relates to sustainability, providing the basis for cooperation with certification agencies, sustainability practitioners, donors, governments and other institutions
- **Develop or improve monitoring and implementation** of governance, economic, social and environmental policies that are relevant to the local context with adaptable sustainability indicators
- **Allow GIs to provide information and indicators required for enhanced market access**