



Foundation for the protection and the valorization of quality agri-food and wine products

oriGIn biannual meeting

Treviso (Italy)

BERGAMO DECLARATION



On Protection and Development of World's Food, Wine & Spirits Geographical Indications



BERGAMO DECLARATION



On Protection and Development of World's Food, Wine & Spirits Geographical Indications



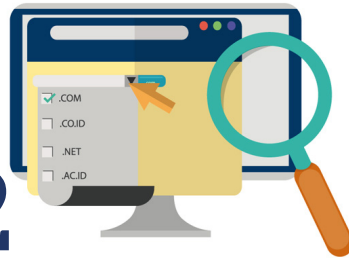
1



ENHANCED PROTECTION

The creation of a transparent and simple GIs multilateral system of protection for both consumers and producers.

2



WEB TRANSPARENCY

Improvement of the Internet Governance transparency, in the ICANN's management of generic Top-Level Domains, in the correct use of information about GIs on the e-commerce platforms and search engines.

3



SUSTAINABILITY SUPPORT

Support to in-depth studies on the contribution of Geographical Indications to sustainability and climate change.

4



COOPERATION DEVELOPMENT

Strategic International cooperation initiatives on development intended to strengthen the Geographical Indications particularly in the underdeveloped and conflict areas.

Dissemination

#BergamoDeclaration

Producers



Organizations



Ministries



*How to enhance the
communication of GIs
at global level*

Billions of consumers = Billions of people



1



GIs System Communication



Organic

Organic

Organic

2

Global Brand



1.

Establishment of a GIs System communication towards stakeholders and consumers

2.

Establishment of a global GIs brand to strengthen product identity



Fondazione Qualivita
P.zza Matteotti 30 53100 Siena
Tel. +39 0577 1503049 Fax +39 0577 1503097
Mail info@qualivita.it

