



# Action Plan

2020/2021

## Introduction

Since its establishment in Geneva in 2008, oriGIn has grown regularly. **Since then, our membership fees have more than doubled, growing from 120.000 CHF in 2007 to 277.000 CHF in 2018 (they are expected to reach 300.000 CHF this year). Our total revenues have reached a record high in 2018 (some 500.000 CHF).**

As you can see from the 2018/2019 activities report, to this increase in revenues corresponded the strengthening of oriGIn advocacy campaigns at the global level and our involvement in innovative projects, strategic for GIs.

**oriGIn is considered today – by public authorities and private actors involved in GIs related activities internationally – an essential actor of the debate and policy-making.**

## Consolidating and further expanding oriGIn

oriGIn is currently at an inflection point. With the tremendous membership expansion, there has been a **need to strengthen our advocacy campaigns, both in terms of topics to deal with and geographical reach**. On the other hand, **fresh opportunities in terms of cooperation among GIs groups and experts worldwide** have been opened as a result of oriGIn growth.

As a result, our 2020/2021 Action Plan has two main priorities:

### 1. Consolidate oriGIn advocacy campaigns, strengthening efforts in particular in 4 areas:

- i. Push countries worldwide to join the **Geneva Act of the Lisbon Agreement**;
- ii. Do not allow “**limitations**” to full GIs protection to be granted in bilateral GIs agreements, without the consent of the legitimate group.
- iii. Ensure the protection of GIs in **ICANN gTLDs**;
- iv. Make oriGIn a leading opinion-maker in the field of **sustainability**;
- v. Elaborate a strategy to promote GIs among a wider audience, highlighting the links with the local cultural heritage.

### 2. Promote the cooperation among GIs in the following areas:

- i. Establishment of groups;
- ii. Setting-up/improvement of control systems;
- iii. Monitoring of foreign markets;
- iv. Exchange of best practices in the field of sustainability;
- v. Establishment of national and regional antennas.

**To achieve these objectives, we need to ensure our annual resources keep the level of 500,000 CHF. Meanwhile, we need our annual budget to be less dependent from**

**donors and other external resources** (the implementation of projects, in fact, might sometimes divert time and focus from our core advocacy activities).

## Budget 2020

<b>REVENUES</b>	
Memb. fees	360,000
Donors	140,000
<b>Total revenues</b>	<b>500,000</b>
<b>EXPENSES</b>	
Salaries	300,000
Consultants	5,000
Travel and events	20,000
Projects	60,000
EU Rep	55,000
Africa Rep	10,000
US Rep	20,000
	<b>470,000</b>
<b>OTHER EXPENSES</b>	
	<b>30,000</b>
<b>Total expenses</b>	<b>500,000</b>
<b>Result</b>	<b>-</b>

In light of these considerations, to achieve our target for 2020 and the following years, the oriGIn Executive Committee proposes the establishment of “**Golden Members**”.

“**Golden Members**” – exclusively on voluntary basis – would pay a higher annual contribution: 10.000 CHF for members and 20.000 for collective members. We invite

**those members which have a specific interest for the objectives of the 2020/2021 Action Plan, to become “Golden Members”.**