



afriPI Introduction

- AfriPI – an EU funded project implemented by the EUIPO
- 48 months starting on 1st February 2020, until 2024
- Budget: € 7 M from the EC + € 1 M from EUIPO (to be increased)
- Project management team in Cameroon, Ethiopia, Spain, Zimbabwe
- Support AfCFTA negotiations
- Support implementation AU Continental Strategy for Geographical Indications



Using GIs for sustainable rural development

- ❑ The African continent is blessed with rich natural resources and biocultural diversity. These represent so many assets to preserve and promote against persistent food insecurity and poverty, especially in a context of climate change.
- ❑ Contextual landscape: agricultural growth, rural development, and environmental management.
- ❑ GIs can be used as a tool for sustainable and rural development, combining a market dimension (in relation to intellectual property rights [IPRs]) with linkages to public goods (heritage, food diversity, local expertise and local genetic resources, sociocultural identity, etc.).
- ❑ GIs for food and non-food products represent an answer to enhance exchanges among stakeholders at infra-national levels and thus to preserve and promote traditional products on local markets, as well as to position African export products better on international markets.
- ❑ In African countries, GIs can be used as a tool for the organization and promotion of agricultural value chains. They can create incomes for farmers and other stakeholders in the value chain, such as small processing units and petty traders, and therefore help them to face food lean periods and food and nutrition insecurity.

Core values from an economic point of view:

- increase the economic values of local agricultural, food and handicraft products through market development and increased market access;
- support fair distribution of economic values upstream in the food chain;
- strengthen positive effects in all African territory, through extended territorial strategies and linkages with tourism and other economic sectors;
- merchandise and promote the marketing of local and typical African products.

From a biocultural point of view, they

- preserve and promote emblematic African food and handicraft products;
- promote traditional and indigenous knowledge and wisdom;
- preserve specific natural resources, particularly local races and varieties, and remarkable (agricultural) landscapes;
- promote local identity and local image.

Core values from a social point of view:

- support empowerment of vulnerable groups, particularly smallholders, women and youth;
- promote decent work;
- promote safe food as well as healthy and diversified diets;
- promote knowledge and reputation of African GI products among the African population.

From a legal/institutional point of view, they:

- encourage efficient public-private dialogue, coordination and partnerships ;
- promote a shared vision among AU member states, and support mutual recognition and harmonization of legal means of GI protection;
- enhance coherence and synergies among policies.

- **Economic leverage potential:** The potential to increase market share for the project, open new markets and to increase the proportion of the value chain at the side of the producers (income increase for the association of producers).
- **Level of sustainability:** Environmental sustainability is measured by impact on environment and by creation of resilience. Social sustainability is assessed vis-à-vis the GI's potential to consolidate social tissues at the level of the producer association. Potential spill-over effects need to be considered (ecotourism etc).
- **Enabling environment and level of preparation of project:** Ideally, preparatory works have already been undertaken and project has reached a critical point where it needs further push. The legal and regulatory context (auditing authorities) should support the implementation of the GI.

THANK YOU FOR YOUR ATTENTION

