

# How GIs strategies can help developing countries to pursue sustainability objectives



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# Relations between GIs and sustainability

## A huge potential in the stakeholders' hands

- **Localized production systems**
  - Local resources
  - Long-established combination between human and natural factors
  - Cultural identity and image
- **Fair and sustainable sharing of added value**
  - Collective governance
  - Empowerment of less-favoured producers of the value-chain
  - Long-term contracts / reduction of transaction costs
- **Monitoring and certification**
  - External basic assessment for a “clean” supply-chain
  - Coupling with additional controls and labels

# Stakes

- **Environmental issues**
  - Climate change
  - Animal welfare
  - Monoculture, intensification
- **Labelling**
  - Combination with environmental labels (organic, etc.)
  - Competition not only on cultural values, authenticity and taste, but also more and more on environmental and social values
- **Decommoditization**
  - Economic stability
  - Typicity and authenticity = less chemical inputs, less waste
  - Visibility of the GI product on end-markets or as an ingredient
- **Perspectives**
  - Evolution of the general legal and institutional framework for all GIs
  - Adaptations decided by each GI organization

# Action means

- **General framework**
  - Requirements set by the legislation on the recognition of GIs
  - Integration of public policies (rural development, sustainable agriculture...)
- **GI product specification**
  - Local resources: biodiversity and conservation
  - Production and processing structures
  - Sub-categories of GI products
- **GI collective organization**
  - Territorial approach (tourism...)
  - Platform for innovation and training
  - Measures for young generations, internal competition, environmental policies

# Ways forward

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- **More knowledge on sustainability for GIs**
  - Success stories / experiences
  - Scientific evidence
  - Assessment methodology
- **Coordination for technical cooperation**
  - Dissemination of knowledge
  - South-South transfer of experience
  - Transfer of experience from long-established GIs
- **Global reflexions**
  - Sustainability label(s) for GIs
  - Integration of GIs in public policies