

**Webinar: “Sustainability, fight against counterfeiting, opportunities in research and legal carriers: GIs for young generations and students”**  
**June 3- 2021**  
**Luis F. Samper**



# Before Covid major consumer surveys showed the importance of sustainability in buying decisions

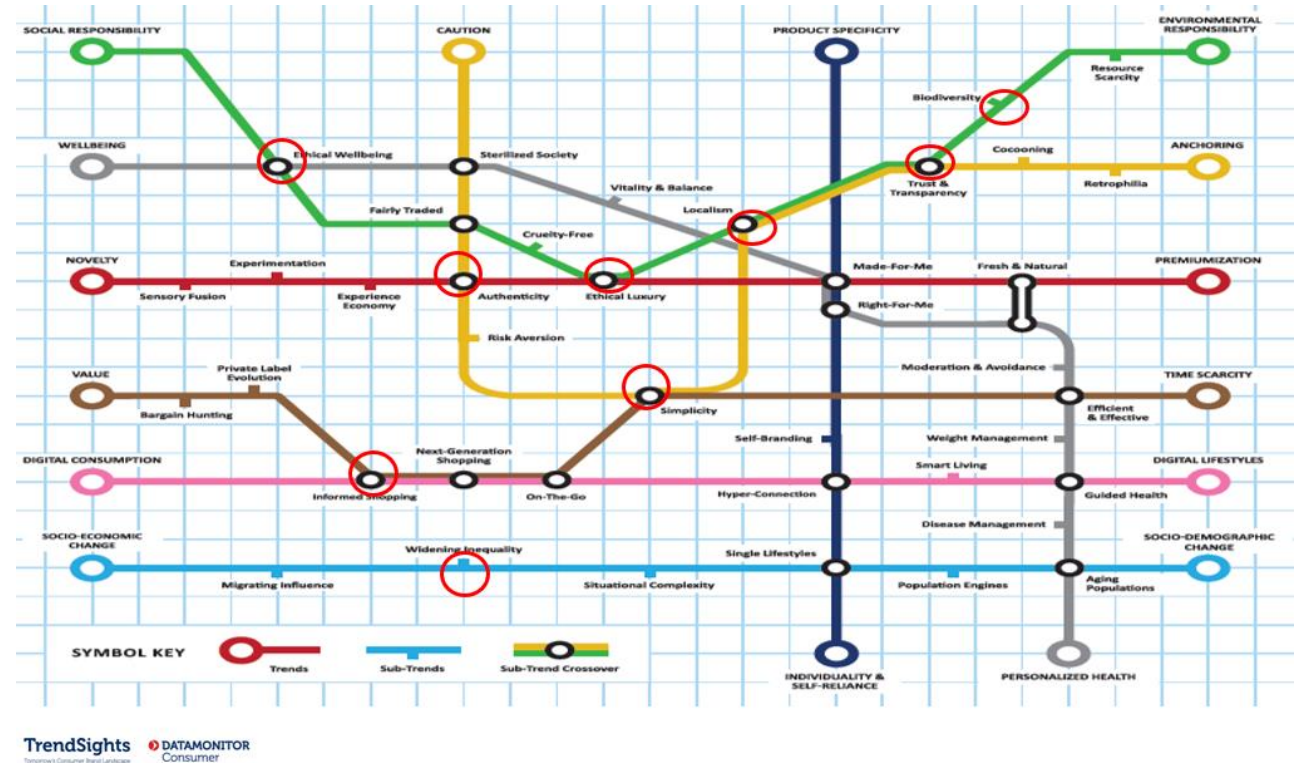
## TOP SUSTAINABILITY PURCHASING DRIVERS

Global Respondents vs. Those Willing To Pay More\*



\*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



Most of these drivers and trends are aligned with Geographical Indication philosophy



## Covid has accelerated this trend - The World is Demanding Change

- We want to make this a better world, on our own good and that of humanity.
- We want new ways of doing that life is convenient and safe, both inside and outside.
- When we can, we are balancing our time creatively.
- Between anxiety and confusion we seek holistic and resilient solutions, more careful consumption and in some cases a way to fight back.
- Resilience and adaptability are the forces that will drive the main global consumer trends of 2021.

Source: Euromonitor 2021- 10 Main trends of global consumption

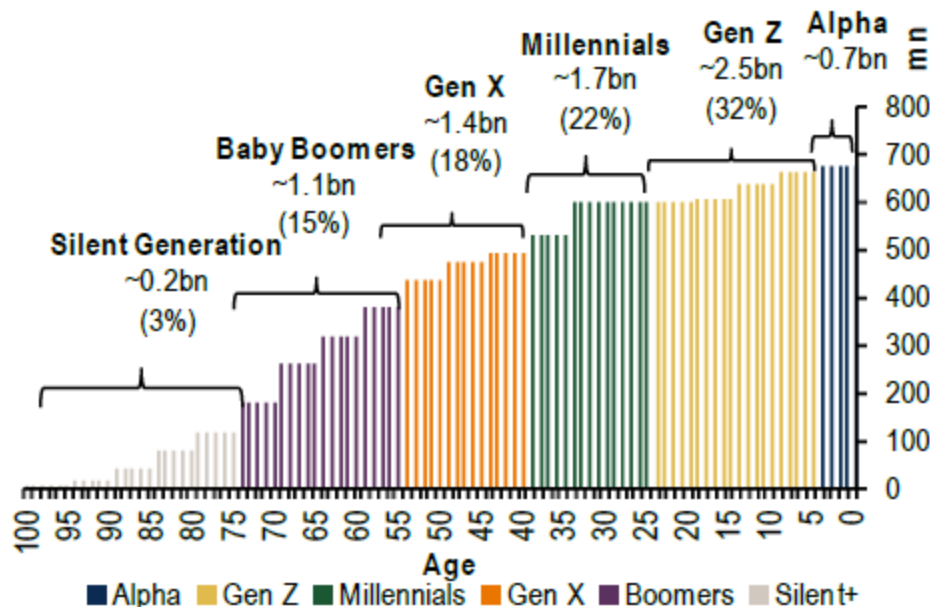


# And new generations will be in the drivers' seat

Welcome to Generation Z (born 1996-2006)

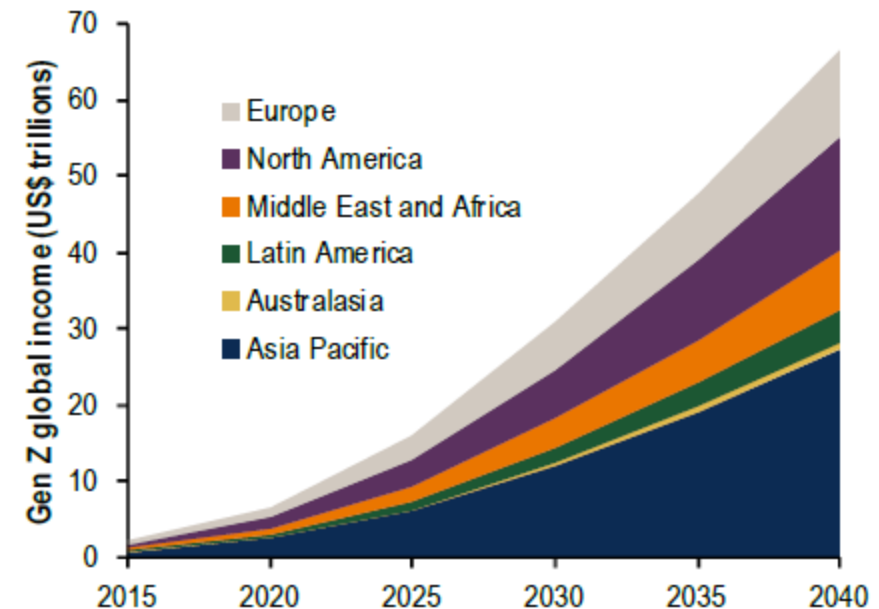
- **Social identity:** Grew up in the shadow of the Great Financial Crisis in 2008-09 and during a decade of social activism. Social issues form part of their identity.
- **Constantly demand information:** They are digital dependents rather than Millennial digital pioneers.
- **Significant portion of humanity:** Largest population at 2.5bn accounting for a third of the global total.
- **Large Spending power:** Gen Z has \$7tn of income. In addition, this influential generation has the fastest-growing income, set to increase 140% in the next five years to \$17tn in 2025 and \$33tn by 2030. Gen Z is set to overtake Millennials' total income by the early 2030s.

**Chart 8: Gen Z accounts for 2.5bn people**  
Global population (millions)



Source: UN

**Chart 9: Gen Z income to reach \$70tn by 2040**



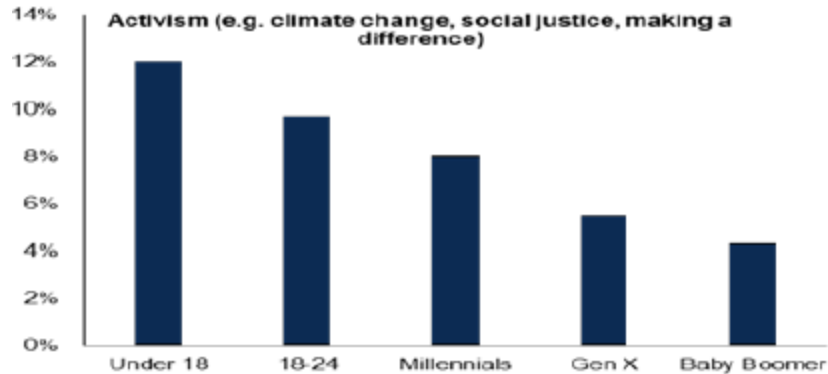
Source: Euromonitor

Source: BofA Securities 2021. OK Zoomer: Gen Z Primer

# Change is here

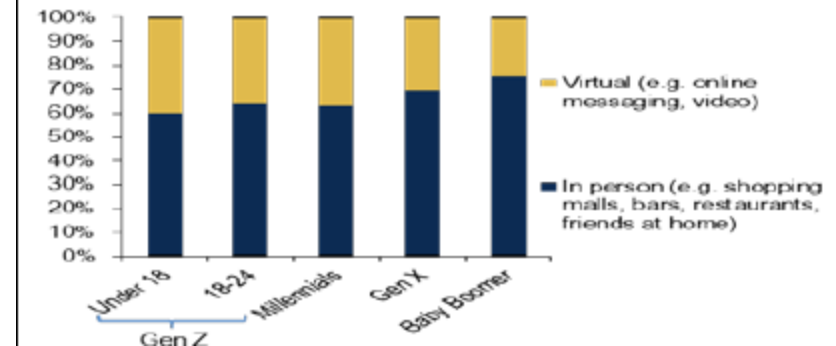
## 3) Activism is part of Gen Z's identity

What is most important to you? (% selecting "Activism (e.g. climate change, social justice, making a difference)")



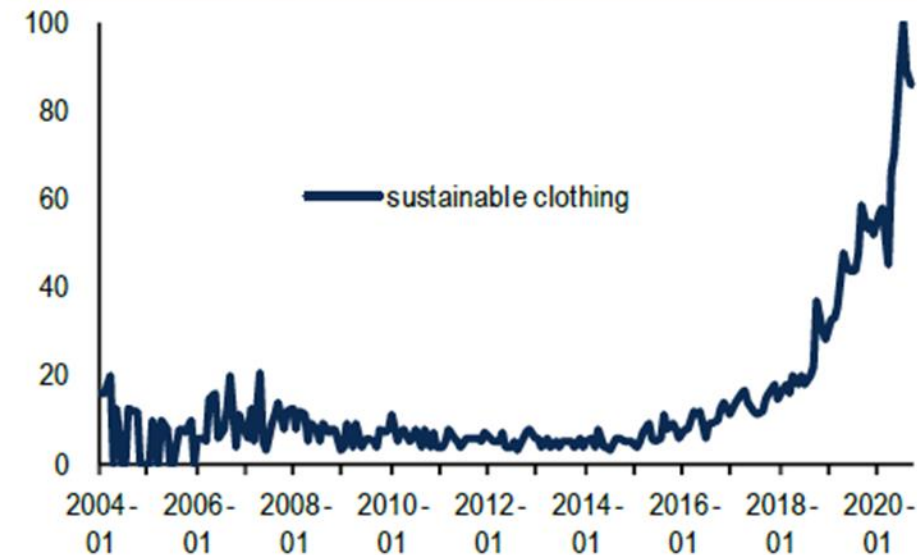
## 4) Online is the only place to be - 40% of 16-18 year olds prefer to interact virtually

How do you prefer to spend the majority of your interactions with friends?



## Chart 6: The hunt for sustainable clothing is on

Google search popularity for 'sustainable clothing' worldwide



Source: Google Trends

**Consumers: Brand equity and brand values have to incorporate sustainability. Not just green washing**

**Workers: 50% of professionals believe that the companies they work or are purpose driven companies**

### Respuesta al COVID-19 en función de los objetivos corporativos

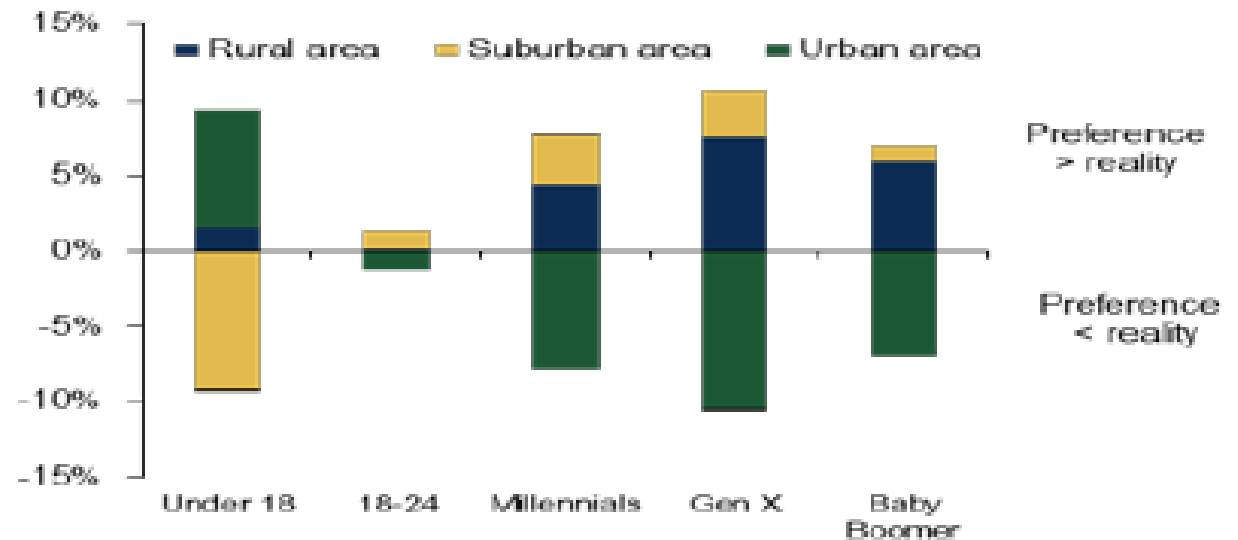


## Covid also helped change the meaning of local

- Small (artisanal) brands preferred over large brands
- Support local business, farmers
- Small is more trustworthy
- Less processing is better

10) Material beats experiences for Gen Z and so does urban over rural

Difference in reality vs preferred living location by generation



Younger generations looking for quality, authenticity and credibility to make purchasing decisions

Younger generations appreciate the rural, unsophisticated way of life



# Geographical Indications are an ideal value promise in this environment

## The Economic Pillar

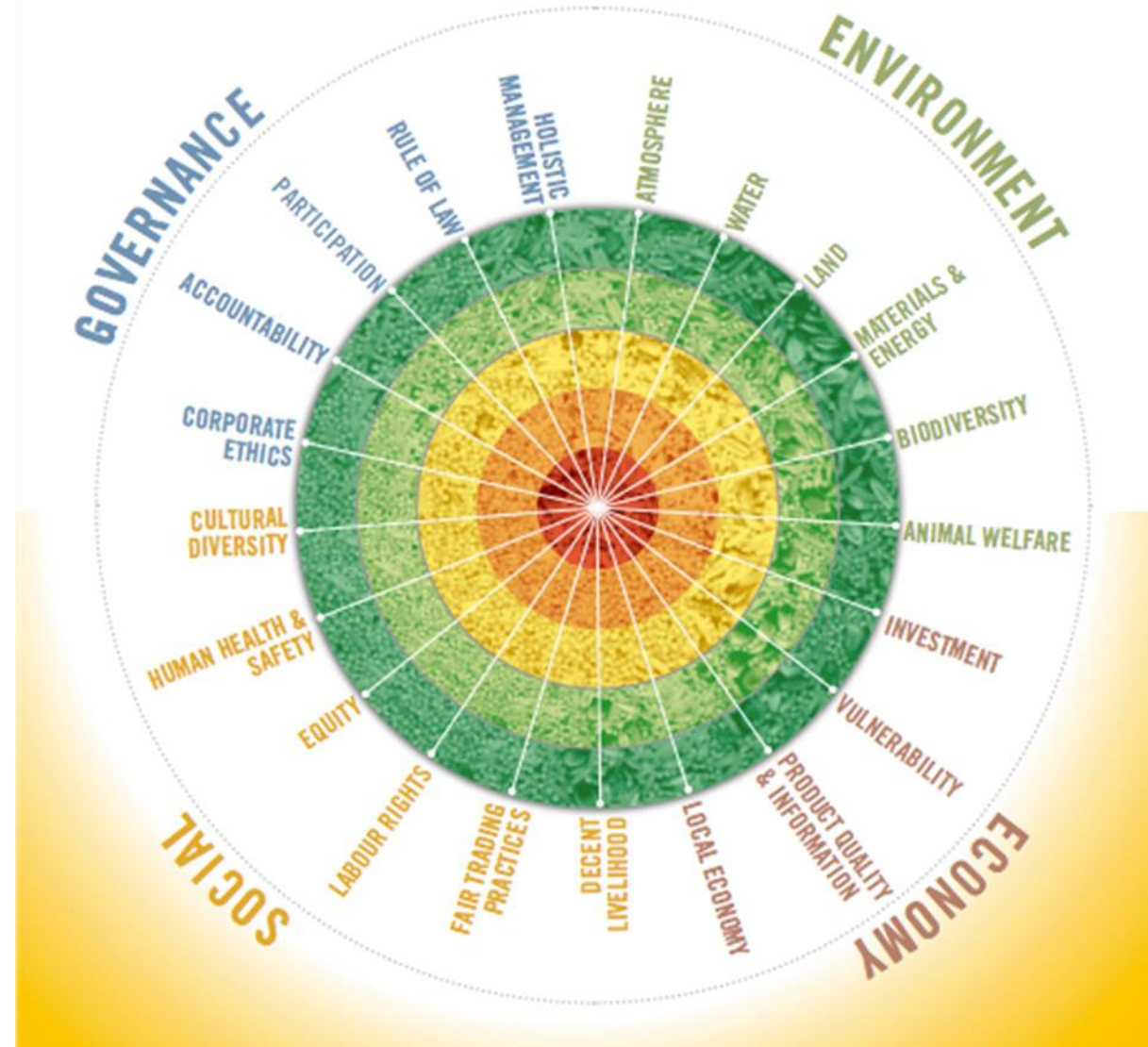
- Maintain and/or increase local revenues and local employment
- Income for local producers

## 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.





# oriGIn From Individual well-being to Collective well-being

## Governance Pillar: Collective Rights- The Collective approach to Sustainability implied in GIs has significant benefits and opportunities



- **Ability to represent a large number of stakeholders in a territory**
  - A strong and representative GI governance to agree on priorities (Bottom up Sustainability)
  - Possibility to create alliances for sustainability with key actors (local government, NGOs. Cooperation agencies, brands)
  - Capacity to influence policies and actors as they represent pride and identity in the territory
- **Management and impact indicators associated with a specific territory that can be easily linked to the SDG framework**
  - Scaling up for impact with a large number of producers
  - Possibility of Reviewing code of practice that can adapt to sustainability requirements

## In Sum

Geographical Indications are part of our  
history and tradition...

**...and are definitely part of our  
Future**

**Thank you**