

Key success factors for GIs

A Quality linked to a geographical environment

Environment:

- distinctive PDO and PGI' s element : tool for enhancing the biodiversity;
- GIs are models that can boast the sustainable agriculture.

B Strong system for protection & enforcement

- There is still room for improvement with reference to the e –commerce;
- The need for more exchange of information between the control authorities.

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C Collective approach: solid groups

- forty years of experience have proven that Consortia (or associations) are winning models when managing a the GIs ;

- Federdoc is working at internationalization project aimed to increasing the awareness of GIs and training third countries operators who want to develop new GI or the controls behind the agricultural products.

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D Transparent system of controls

- A transparent set of controls ensure an harmonized mechanism to avoid non compliance of the product specifications - the Italian control scheme: Valoritalia case.



International situation

- Great progress on A & B
 - ✓ Some 9.000 GIs recognized worldwide
 - ✓ Improvements in drafting products' specifications
 - ✓ Large majority of *sui generis* systems
- Limited progress on C & D
 - ✓ Lack of solid groups able to conduct protection, promotion and other crucial activities
 - ✓ Lack of transparent control mechanisms

Potential consequences of not addressing points C & D

- Weakening of the international GIs system
- Harder for concerned GIs to deal with sustainability

Sustainability is an opportunity for GIs

- i. Local development, no-delocalization, tradition
- ii. Value added sharing,
- iii. Value chain governance, community
- iv. The viticulture sustainability model: Equalitas

