



2022/2023 Strategic Plan

Mission

oriGIn is the global alliance of GIs groups and institutions dedicated to campaigning for robust GI protection in national laws and international treaties as well as offering its members a platform for the exchange of best practices.

Strategic directions for the next biennium

1. *Strengthening oriGIn in a post-COVID scenario:*
 - i. **New office in Geneva** to reduce costs and benefit from smart working and partnership opportunities;
 - ii. **Consolidate virtual initiatives:** webinars, online meetings, podcasts, videos, social media presence, ...;
 - iii. When the sanitary situation allows it, organize **in-person strategic events:** next Biannual Meeting in Perú, meetings in Geneva, Brussels, Alicante, Yaoundé, Harare, Beijing;
 - iv. Develop **new services** for members and the international GIs community:
 - ✓ Support stakeholders in the creation of **groups/associations**, and establishment/improvement of **control systems**;
 - ✓ Help groups **monitor/enforce rights** in foreign markets;
 - ✓ Support stakeholders in the creation/consolidation of alliances with major institutions to support efforts in pursuing **sustainability strategies**;
 - ✓ Help groups in implementing **joint promotional activities**.
 - v. **Reinforce partnerships** with the FAO, EUIPO, WIPO, EU, ITC, national IP offices, ...;
 - vi. Following the successful model of oriGIn EU, **encourage the establishment of regional antennas** (in particular the Latin America area seems ripe for this kind of exercise).
2. *Consolidate oriGIn advocacy campaigns in following areas:*
 - a. Consistent implementation of the **evocation** concept in the EU as well as its knowledge in other jurisdictions;

- b. Adoption of **national/regional laws** and **negotiation of international agreements** (monitoring and inputs):
 - ✓ FTA and GIs Agreements;
 - ✓ Implementation and enforcement of concluded agreements, in particular the expansion of the WIPO Geneva Act of the Lisbon Agreement;
 - ✓ IP offices rules and practice concerning trademarks' applications in conflict with GIs.
- c. **Internet**, with respect to GIs protection in online platforms and in the Domain Names System;
- d. At **the EU level**, in a crucial time for the future of GIs:
 - ✓ Strengthen the oriGI EU antenna and clarify its functioning;
 - ✓ Common Agricultural Policy: Ensure a proper implementation, and monitor CAP National strategic plans development;
 - ✓ Farm to fork strategy: EU regulation on Front of pack labelling, EU regulation on Sustainability labelling, revision of the EU GI system (including non-agricultural GIs), revision of the AGRIFood promotion policy.