



# 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;

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- 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 oriGIn 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.