



Food and Agriculture Organization
of the United Nations

International cooperation to support GI as a tool for sustainable food system



Florence Tartanac, senior officer, FAO

Third Regional Consultation on GIs in Europe and Central Asia, 20 December 2021

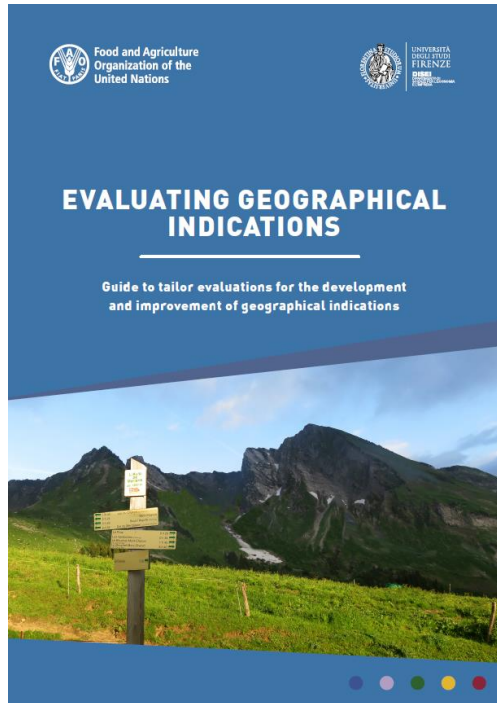
1. FAO normative work on GI
2. Technical assistance to countries
3. Learnings from international cooperation and way forward



FAO work on GIs: Knowledge development and guidance tools

New website:

www.fao.org/geographical-indications



NEW !

Publications: Various partners to build on international cooperation: EBRD, Research projects (SinerGI), University of Florence, REDD, oriGIIn...

Best sellers !





Knowledge in Europe and Central Asia



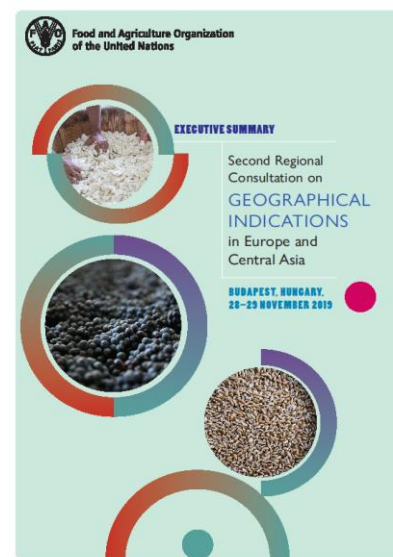
**Geographical indications in
Russia, Moldova, Georgia,
Kyrgyzstan and Armenia**



**Food promotion policies in
Austria, Brazil, Chile,
Estonia, Poland and Serbia**



**Geographical
indications in Croatia,
Poland and Hungary**



**Second Regional
consultation on
geographical
indications in Europe
and Central Asia–
December 2019**



**Linking people,
places and
products. *In
Russian***

FAO and oriGIn collaborations



FAO-oriGIn Series of Webinars on "Contributing to SDGs through quality linked to geographical origin"

www.origin-gi.com/24-11-2020-fao-origin-series-of-webinars-on-contributing-to-sdgs-through-quality-linked-to-geographical-origin-individual-programs/

Challenges and strategic sectors for promoting GI exports from developing countries

Sustainable management of wild collected products for GI in collaboration with European Forest Institute/Incredible network

GI and Conservation of resources and climate change

In collaboration with LIFE TTGGG – The Tough Get Going

Contributions of GI to sustainable healthy diets

In collaboration with oriGIn-France

Indigenous peoples, local communities and traditional knowledge

In collaboration with World Intellectual Property Organization (WIPO)

Wrapping-up session : the Way Forward for GI sustainability

The Sustainability Strategy for GI (SSGI)

to provide a framework, a roadmap and tools for producers to be aware of and increase their GI system sustainability, that can be used in different contexts around the world and possibly by GI associations themselves



Worldwide Perspectives on Geographical Indications

Montpellier, France, 12-15 july 2022



An International Conference for Researchers, Policy Makers and Practitioners

co-organized by the Food and Agriculture Organization of the United Nations (FAO) and the Centre de coopération internationale en recherche agronomique pour le développement (CIRAD) in close collaboration with oriGIn and IPI

5 to 8 July 2022, Montpellier, France

Registration will begin early next year !!!



Technical assistance to countries



Tushetian Guda cheese, registered GI in 2019 Georgia – FAO and EBRD project)



Future registered GI “Madd from Casamance” (French Trust fund and WIPO)



Ariljé Raspberries, Serbia, PDO – (FAO and EBRD project)

As today, some 24 GI projects coordinated from HQ (Food and nutrition Division and Investment Center), in 22 countries, in Latin America, Asia, Africa, Southern Europe, many others managed directly from the local FAO offices and multiple *ad hoc* activities to address specific needs in the countries (e.g. training, expert mission, etc...).

Funding: Regular Programme, Trust Fund (AFD), Technical Cooperation Programme (TCP), Collaboration framework with the European Bank for Reconstruction and Development (EBRD), Development Bank (Asian Development Bank)



Example: FAO Support in Africa

Regional trainings

In collaboration with CTA, ROPPA, OAPI, WIPO, UNIDO and REDD 2013-2014, 4 regional trainings and coaching on GI identification, in West Africa (Benin, Burkina Faso, Ghana)

The Continental Strategy for GIs in Africa

- Support to African Union for its preparation and validation (2016-2018)
- Further development of the action plan in the framework of the Technical committee (2018-on going)

Ongoing projects and activities to support countries and stakeholders:

- Full projects: Benin, Ivory Coast (pipeline)
 - *Ad hoc* activities: Senegal, Mozambique, Niger, Mali, Togo
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European Bank
for Reconstruction and Development

Example: FAO-EBRD cooperation

GI project = support to enabling environment to boost investments and private sector development

Objectives (entry points):

- Sustainable value chains - Backward linkages
- Food quality and safety, standards labels and certifications
- Policy dialogue - public private coordination
- Niche market for improved income and promotion: link with HORECA, tourism

Drivers:

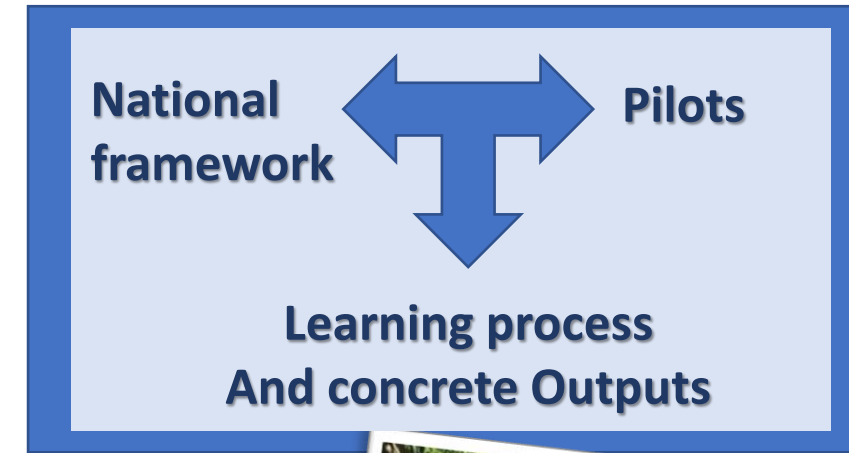
- Community identity, Community leadership
- Social corporate responsibility

Some figures:

10 projects, 4 countries (Serbia, Montenegro, Georgia, Turkey)

Some USD 4.5 billions

10 GI registered (at country and some at EU levels)





Other ongoing projects in countries



FAO for Asia and the Pacific

- **Lao PDR** - UTF /LAO/026/LAO - developing the national GI system and supporting 4 pilot GI products (ended 2020)
- **Afghanistan** - GCP /AFG/095/GER(GIZ) - developing the national GI system and supporting 3 pilot products
- **Sri Lanka** – TCP/SRL/3704 - developing the national GI system and supporting 2 pilot products.
- **Philippines**- TCP/PHI/3706 - developing the national GI system and supporting 2 pilot products.
- **Papua New Guinea** - UNJP/PNG/001/EU STREIT Programme on value chain development and investment promotion, a GI component to add value.

FAO Europe and Central Asia :

- **Uzbekistan and Tajikistan:** Enhancing administrative capacities to support GI legal
 - **Turkey, Uzbekistan, Bosnia and Herzegovina, Tajikistan:** Raising awareness about GIs and strengthening the capacities of producer groups.
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Learnings from field projects

Common main challenges:

- GI = FAO approach : bottom–up, participative, producers at the center...
➔ needs time and tools to be integrated
 - Lack of institutional capacities/resources (certification, support policies)
➔ Need for large or combined projects
 - Lack of producers' capacities
➔ Empowerment and capacity development are crucial
 - Traditional products on informal markets
➔ link with other regulations to address the issues (marketing, food safety)
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Learnings from field projects

Importance of coordination:

- Ensuring synergies between projects and agencies (e.g. FAO, CIRAD, WIPO)
 - Ensuring collaborations between ministerial departments (IP, agriculture in particular but not only)
 - Linking with national food safety regulations and flexibility for traditional products and small-scale producers
 - Linking with research and education, for long term perspectives (including producers' empowerment and capacity development)
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Learnings from field projects

Key partners for pilot activities:

- Grassroots NGOs and local experts: they know how to mobilize local actors, they remain after the project to accompany local communities – importance of building their capacities
- Market players : creating alliances with them to ensure GI operability and success

Key activities to consider:

- Sharing knowledge between peers is instrumental to build capacity, to engage stakeholders (producers, representative of public authorities) and build trust and collective action (FAO-EBRD projects)
 - Can lead to international promotion of GIs and new market access
 - Role of oriGIn in facilitating such knowledge sharing
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Thank you



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