



Food and Agriculture
Organization of the
United Nations

oriGIn

Organization for an International
Geographical Indications Network

Third Regional Consultation on Geographical Indications in Europe and Central Asia - Virtual

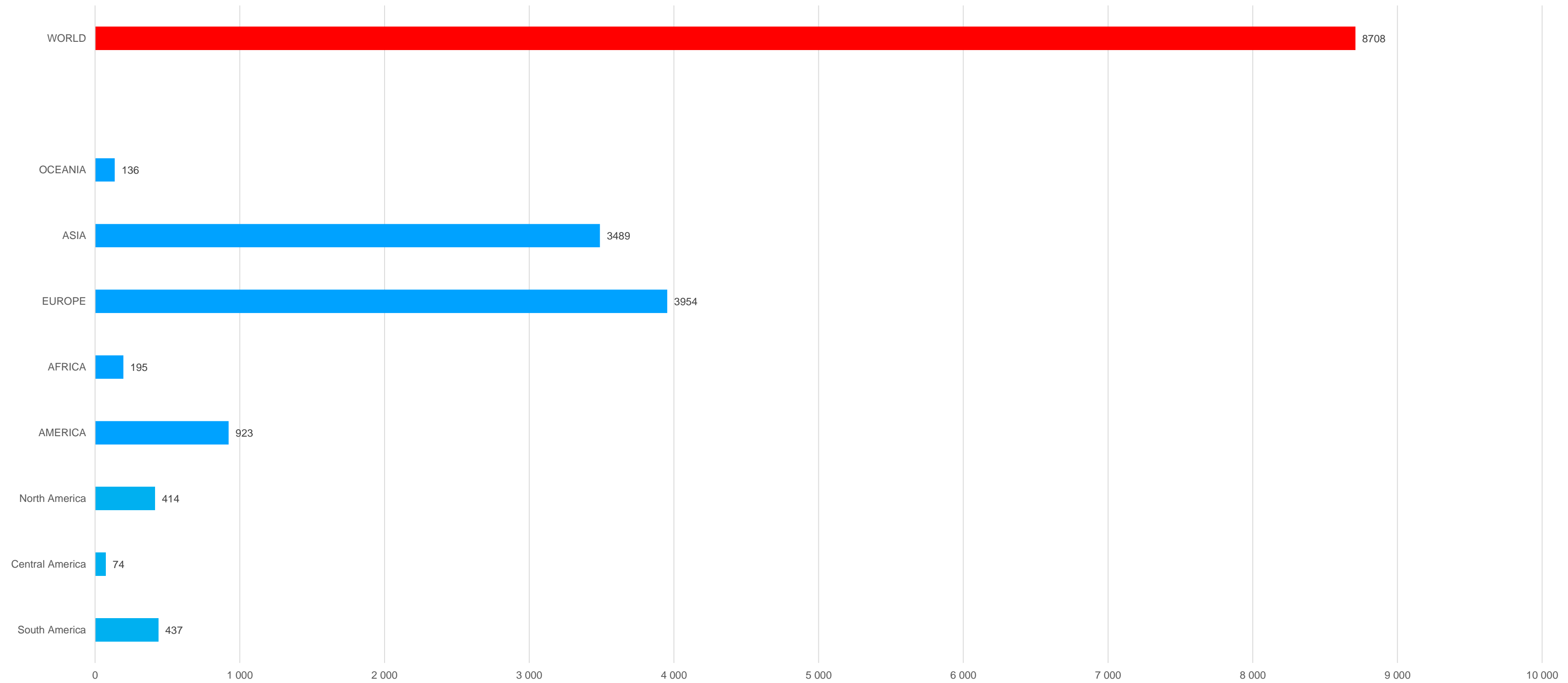


Discussion paper on GIs

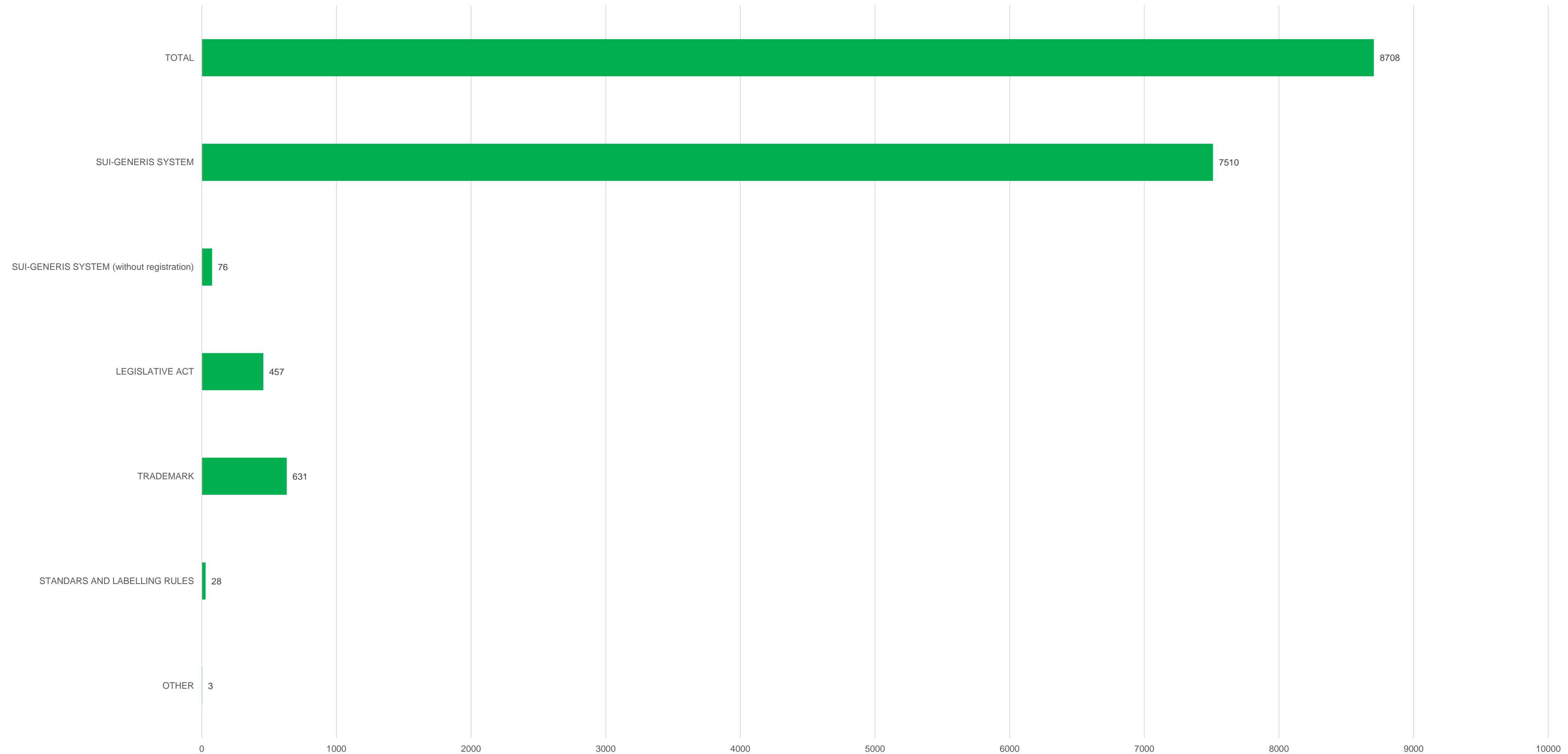
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Global distribution of GIs by Continent



Global distribution of GIs by legal system



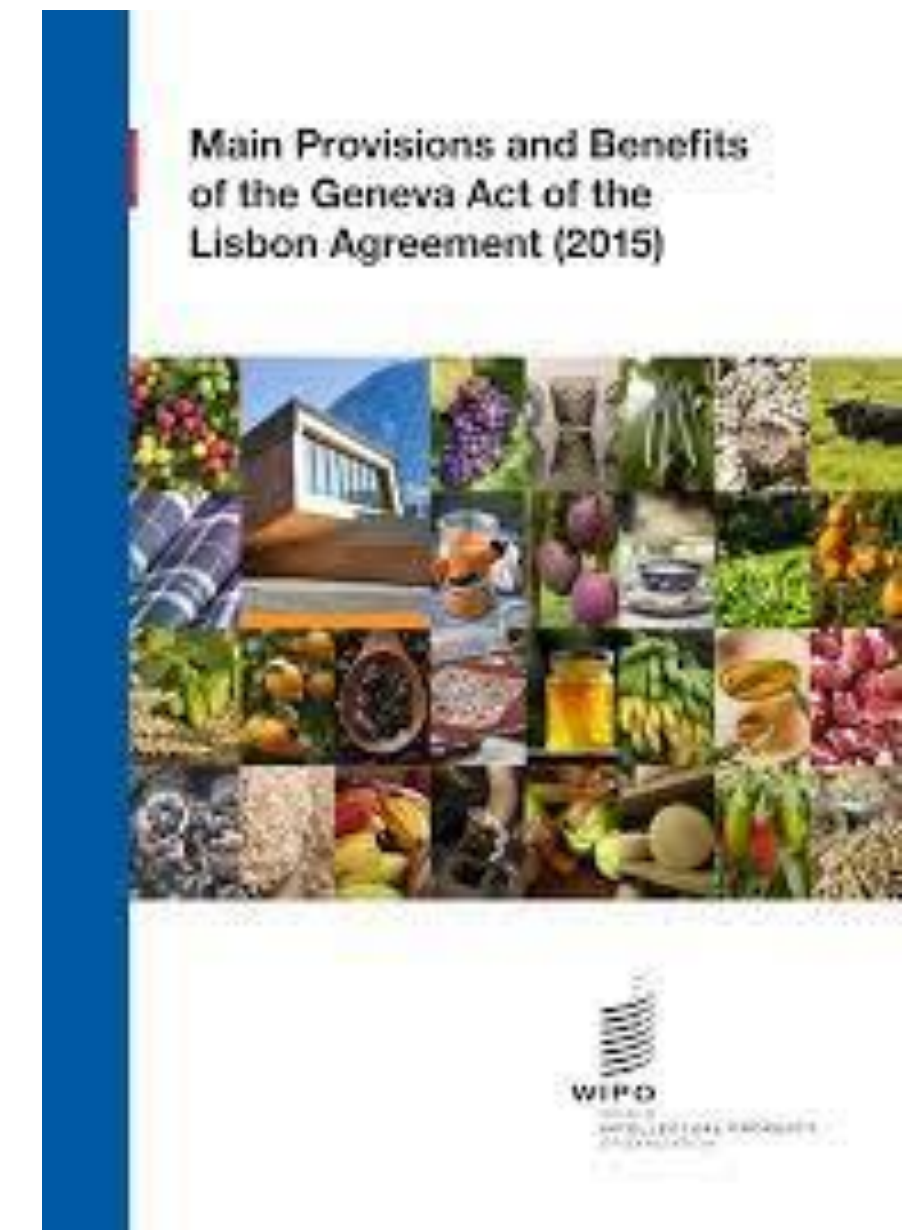
Factors for GIs success

- I. Robust legal and enforcement system
- II. Solid associations
- III. Control systems

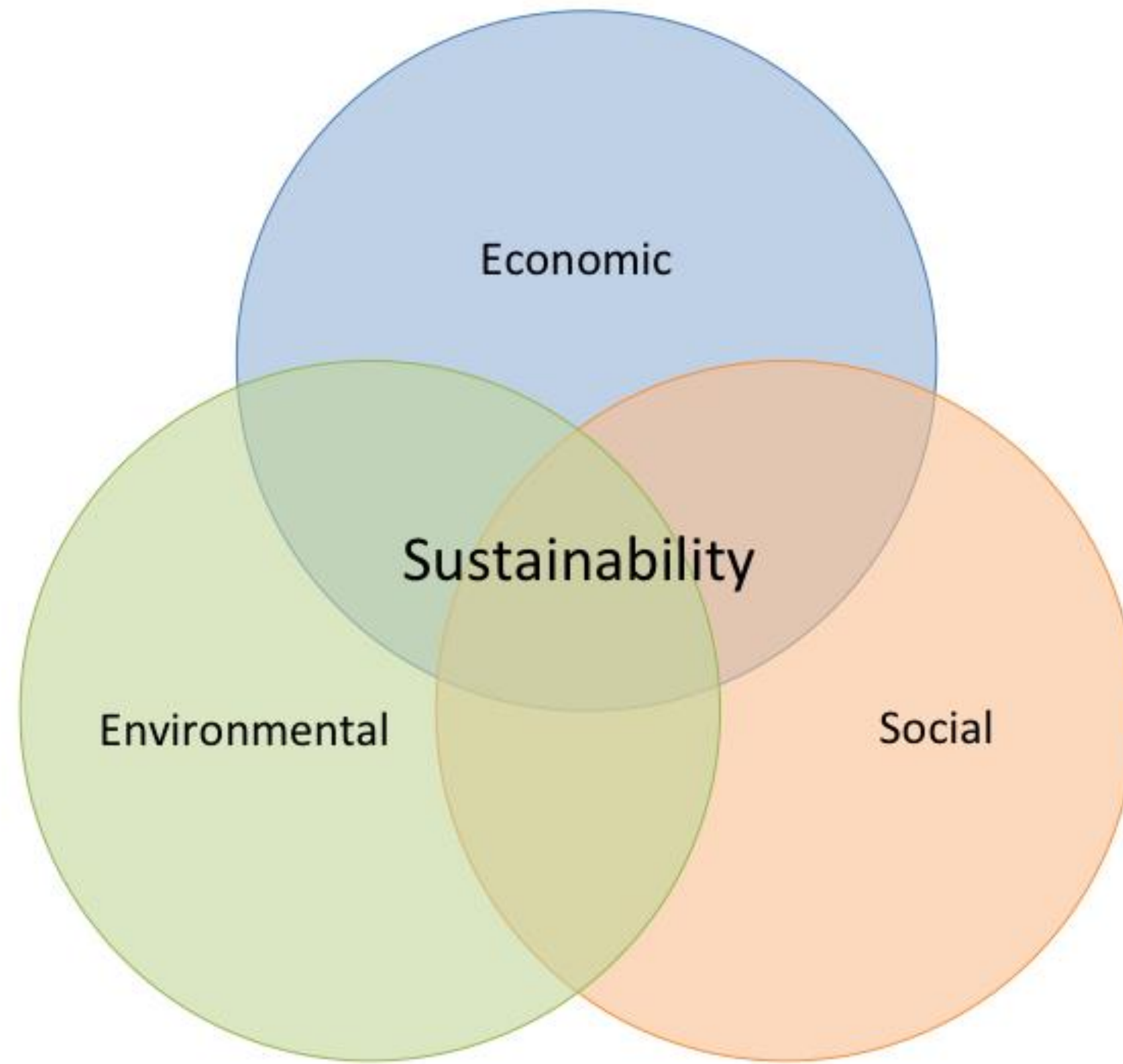
Major international trends

- a. Legal convergence on a high standard of protection
- b. Emerging issues related to sustainability

Legal convergence on high standard of protection



Sustainability



“Moral” obligations

1. Growing world population (9.8 billion by 2050, UN projection)
2. Implications in terms of quantity and quality of food, use of water and impact on the environment
3. Sustainable development: ensuring present needs without compromising the ability of future generations to meet their own

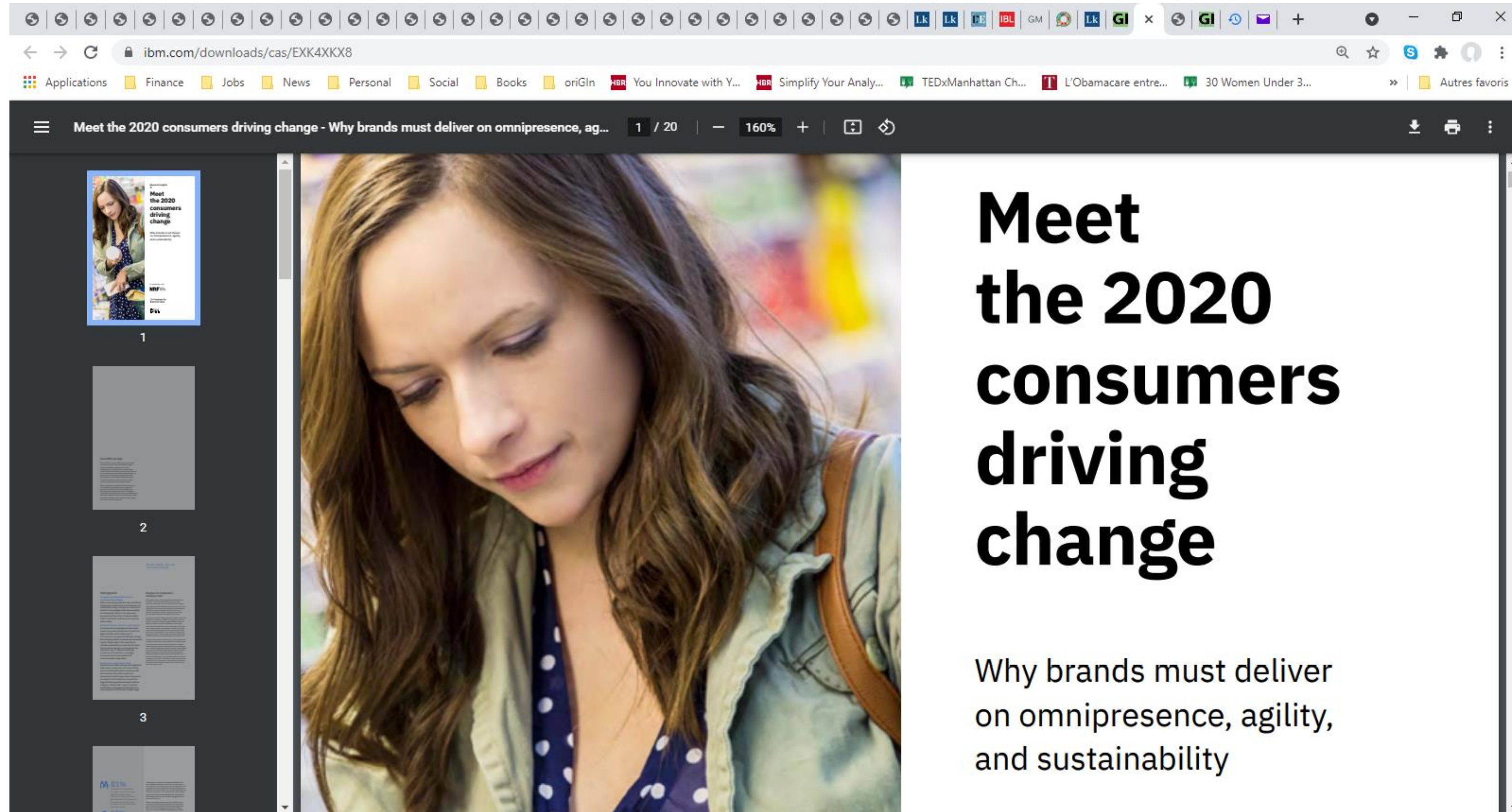
Ongoing pandemic

- i. Sense of urgency to deal with sustainability issues
- ii. It accelerated ongoing processes
- iii. Rethinking business models to “factor-in” social and environmental considerations
- iv. It confirmed any transition cannot forget “economic” factors

Sustainable Development Goals (SDGs)



Commercial issues



The image shows a browser window displaying a PDF document. The browser's address bar shows the URL `ibm.com/downloads/cas/EXK4XXK8`. The PDF viewer interface includes a navigation pane on the left with thumbnails for pages 1, 2, and 3. The main content area shows the first page of the document, which features a large photograph of a young woman with long brown hair looking down. To the right of the image, the title **Meet the 2020 consumers driving change** is displayed in a large, bold, black font. Below the title, the subtitle **Why brands must deliver on omnipresence, agility, and sustainability** is written in a smaller, regular black font. The browser's toolbar at the top shows various icons for navigation and window management.

Meet the 2020 consumers driving change

Why brands must deliver on omnipresence, agility, and sustainability

GIs values in line with sustainability

- 1) **Local** development: Production of a GI cannot be “delocalized”
- 2) Protection of **tradition**
- 3) Value-chain **governance**
- 4) **Value added sharing**
- 5) Products' specifications: possibility to **scale-up**
- 6) Independent **controls** and **traceability**

FAO / oriGIn sustainability strategy for GIs

PRIORITIZE Sustainability topics for Geographical Indications

ASSESS the needs and opportunities for action,

IMPROVE the GI performance by measuring

COMMUNICATE

Regulations: The debate within the EU



The new CAP

- 1) Sustainability criteria in products' specifications on a voluntary basis
- 2) Extension of supply management rules to all GIs

Some preliminary conclusions for the countries object of the study

- I. Substantial progress on the modernization of legal frameworks
- II. GIs potential in terms of new registrations / recognitions
- III. Room for fresh cooperation programs on GIs associations, controls and sustainability