

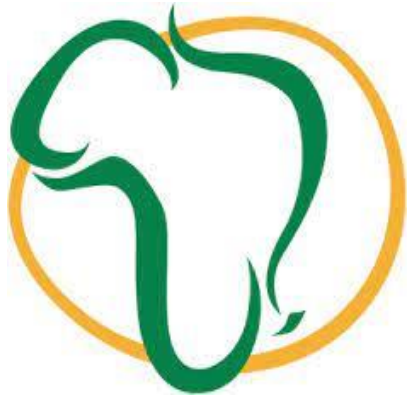
# AfrIPI's Manual for Geographical Indications in Africa: Recommendations

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# RECOMMENDATION 1



Strengthen the efforts aimed at raising awareness in Africa on the rationale and purpose of GIs. This should be done through the allocation of additional resources and greater coordination among the stakeholders involved. Furthermore, the identification of GIs should continue at the national level, also by conducting research on the link between the products identified and their respective geographical environments, and drafting sound product specifications, and encouraging the registration of local GIs.



## RECOMMENDATION 2

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Create the conditions and launch the procedures for the ratification of the WIPO Geneva Act of the Lisbon Agreement, which is open to regional organisations such as OAPI, to ensure effective protection of local GIs in regional and international markets.



## RECOMMENDATION 3



Raise awareness on the role of producers' organisations, with sound governance and managerial capacities, as a key factor for successful GIs. Specific technical assistance projects should explain that – by joining forces – producers and other GI stakeholders can reach a critical mass to carry out activities related, for instance, to promotion and research that would be impossible to conduct individually. The experience of successful GI organisations in other developing countries and, when possible, an EU country, may be presented as a model to be adapted to local situations



## RECOMMENDATION 4



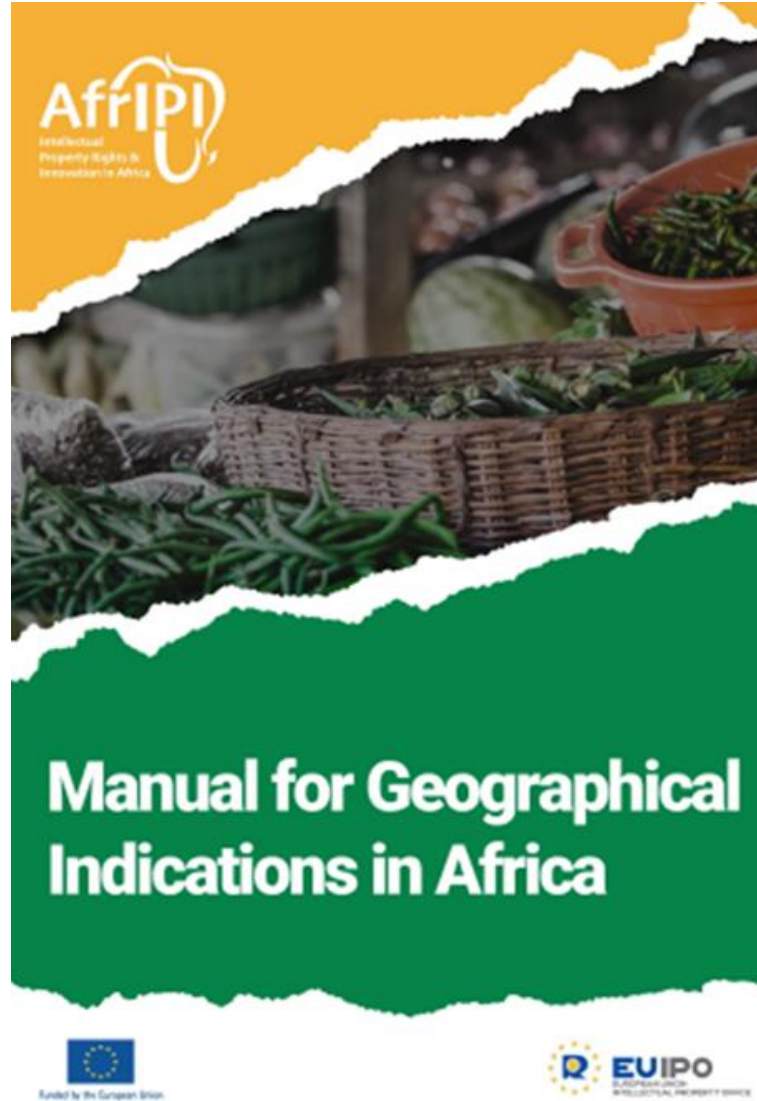
Raise awareness on the need to adopt independent and impartial control mechanisms accessible for producers and for the sake of the credibility of a GI as well as for communication strategies addressed to consumers. The experience of successful GIs groups in other developing countries and, when possible, an EU country, should be presented as good practices to be adapted to local situations.



## RECOMMENDATION 5

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Raise awareness on the need to address emerging challenges related to economic, social and environmental sustainability, in close coordination with technical assistance projects focused on collective action and controls (recommendations 3 and 4). On the one hand, progress towards more sustainable production can be scaled-up through credible producer organisations. On the other hand, once in place, control systems will also be useful to monitor the achievement of sustainability targets/requirements set by producers themselves, by policymakers and/or by the market (retailers, consumers).



# Thank you!

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