The FAO and oriGIn sustainability Roadmap for GIs Guide and Toolkit

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Why?

- Agenda 2030 : GI well placed to contribute to sustainability: rooted in their territories and importance of local governance
  - But not all GI cases demonstrate to be sustainable…

- Performances
  - Long term viability as resources can't be delocalized and reputation is a collective…
  - Climate change and resilience
  - Market access - *corporate responsibility* and sustainability reporting
  - Consumer requirements

Importance of promoting the sustainability of GI systems...

... in a way that reflects the GI nature:

- Local actors at the center of the origin-linked virtuous circle
- Tailored / place-based
- Participatory: inclusiveness and external inputs
- Voluntary commitment
- Towards increased performances

➔ Crucial role of GI associations in defining their GI sustainability pathway

FAO and oriGIn collaboration since 2017

to provide a framework, a roadmap and tools for helping GI associations to increase their GI system sustainability
Guidance tools (publication beginning 2024)

The aim of this guide

Provide a framework and a practical, operational tool for GI producer groups to:

- Monitor and improve the performance of their GI production system

- Respond to new constraints and ensure the sustainability of their GI.

Based on a solid approach:

- peer review / identification of the elements linked to the sustainability of GIs as exhaustively as possible.
- 442 indicators have been identified in 62 different sustainability topics, with sustainability assessed in 4 dimensions:

economic, social, environmental and governance

Methodology

Expert meetings (May 2017, July 2022, October 2021, October 2022)
Task force: University of Parma and Florence, INRAE, INAO, FIBL, CSQA and Consortium: Parmiggiano Reggiano, Comté, Tequila

Review of sustainability frameworks

1- Review of References and Sources. SAFA as the best approach but to adjust

2- Organize DatabaseStructure and build Broad Sustainability Indicator Database relevant and adapted for GIs

From an initial review of 86 sources, a total of 36 sources finally used

Pilot testing in Paipa cheese and Cocoa in Colombia (Orinoquía and Santander)

3- Adapt taxonomy and Filter Sustainability Indicator Database by Key Criteria, including detailed formulas, self assessment

4- Obtain Expert Inputs. Add, reformulate, transfer indicators as required.

Peer reviewed by 7 field experts from different field and geography

5- Finalize Guide and toolkit for Sustainability Indicator Database to help GIs choose and use indicators

5

Practical objectives

Create opportunities for dialogue and the creation of alliances for sustainability

- Facilitate recognition by influent economic players by working with concepts, topic and metric **frameworks consistent with those they use** (SDG´s, GRI, UNCTAD-FAO, etc.)

- **Increase capacity to provide information** required to access new markets or comply with evolving regulations, to better **communicate and report on progress made**

Empower GI Associations and producers:

- Providing the means to **identify issues and vulnerabilities** and define their specific Sustainability Priorities

- enhancing their **legitimacy and relevance** in the territories and industries through alliances

Focus on building alliances as a result of implementing the process

- **GI organizations, trade associations or producer groups located in a defined territory** can review their sustainability priorities and draw their own sustainability roadmap and strategy.

- The process involves stakeholders. It focuses on **producer consultation (bottom up)** and on identifying value chain and other stakeholder sustainability priorities.

- Consultation is also directed at **identifying potential allies with similar interests** between GI stakeholders and civil society, institutional authorities, etc. to strengthen GIs.

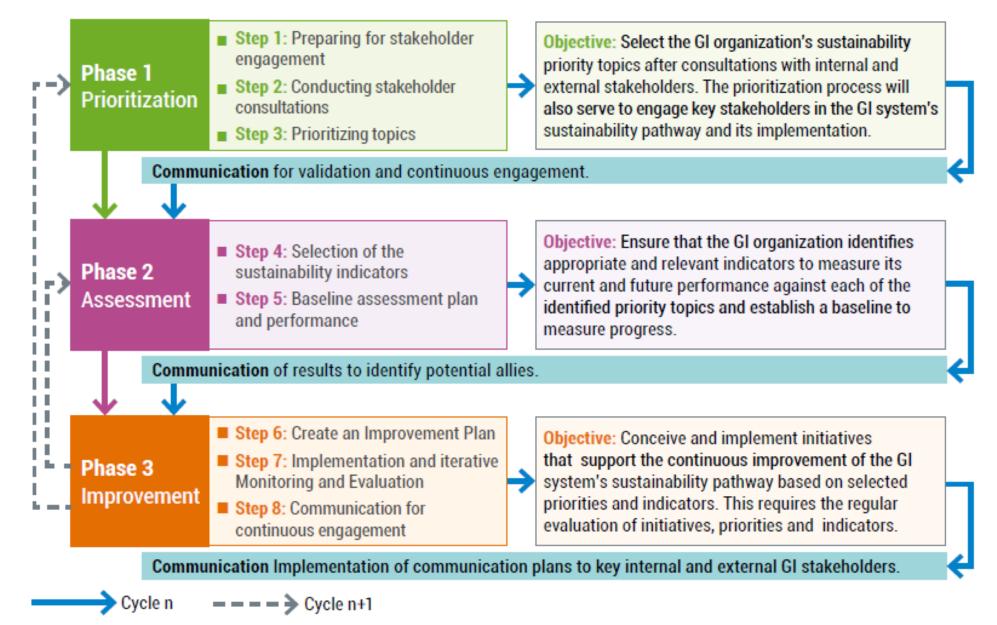- Toolkit provides several options to select the **most appropriate indicators, for baseline and monitoring**

The roadmap

The components of the Sustainability Strategy for Geographical Indications (SSGI)

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Phase 1 Prioritization
- ■ **Step 1**: Preparing for stakeholder engagement
- ■ **Step 2**: Conducting stakeholder consultations
- ■ **Step 3**: Prioritizing topics

Objective: Select the GI organization's sustainability priority topics after consultations with internal and external stakeholders. The prioritization process will also serve to engage key stakeholders in the GI system's sustainability pathway and its implementation.

Communication for validation and continuous engagement.

Phase 2 Assessment
- ■ **Step 4**: Selection of the sustainability indicators
- ■ **Step 5**: Baseline assessment plan and performance

Objective: Ensure that the GI organization identifies appropriate and relevant indicators to measure its current and future performance against each of the identified priority topics and establish a baseline to measure progress.

Communication of results to identify potential allies.

Phase 3 Improvement
- ■ **Step 6**: Create an Improvement Plan
- ■ **Step 7**: Implementation and iterative Monitoring and Evaluation
- ■ **Step 8**: Communication for continuous engagement

Objective: Conceive and implement initiatives that support the continuous improvement of the GI system's sustainability pathway based on selected priorities and indicators. This requires the regular evaluation of initiatives, priorities and indicators.

Communication Implementation of communication plans to key internal and external GI stakeholders.

→ Cycle n   ⇢ Cycle n+1

Economic resilience

Theme	Topic	Number of indicators
Investment	Costs	15
	Internal investment	2
	Long ranging investment	10
	Profitability	14
Local economy	Local procurement	4
	Local Value Creation	10
Product quality and information	Product Quality	10
	Food safety	7
	Product information	9
Vulnerability	Diversification	6
	Liquidity	10
	Risk management	9
	Stability of market	17
	Stability of production	8
	Stability of supply	4
4	**15**	**135**

Good Governance

Theme	Topic	Number of indicators
Accountability	Holistic audits	5
	Structure and Leadership	8
	Transparency	12
Ethics	Due diligence	5
	Mission statement and Purpose	5
Holistic Management	Full-cost accounting	2
	Sustainability management plan	3
Participation	Conflict Resolutions	4
	Legitimacy	
Rule of law	Stakeholder Dialogue	
	Civic Responsibility	
	GI product compliance and infringement prevention	
	Resource appropriation	3
5	**13**	**89**

Social Well being

Theme	Topic	Number of indicators
Community safety and health	Food Security and Nutrition	6
	Public health	3
	Workplace safety and health provisions	15
Cultural diversity	Indigenous knowledge and Traditions	3
Decent livelihood	Opportunities to Improve	4
	Capacity development for increased GI system productivity	7
	Fair access to means of production	5
	Poverty and quality of life	16
	... Employee	2
	... labor demographics	5
	... ality	8
	... ination	3
	Support to vulnerable people	2
Labour rights	Child labor	4
	Forced labor	3
	Terms of Employment and Contracting	10
	Freedom of association and rights to bargaining	2
Rewarding Commercial Practices	Buyer practices of GI products	3
	Incentives for suppliers of GI products	1
7	**19**	**102**

Environmental Integrity

Theme	Topic	Number of indicators
Animal welfare	Animal Health	5
	Freedom from Stress	2
Atmosphere	Air quality	5
	Emissions	11
Biodiversity	Ecosystem diversity	10
	Genetic Diversity	5
	Species Diversity	5
	Sustainable fisheries	5
Land and Landscape	Landscape, Land Management and Use	13
	Soil quality	11
Materials and energy	Efficient use of inputs and materials needed for Production	11
	Efficient Energy Use	6
	Waste Reduction and Disposal	9
Water	Interaction with water systems	10
	Water use	8
6	**15**	**116**

Themes	**22**
Topics	**62**
Indicators	**442**

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Suggested number of priorities Governance pillar:

3 to 6 (3 are prescribed themes).

For each of the other pillars: minimum 2

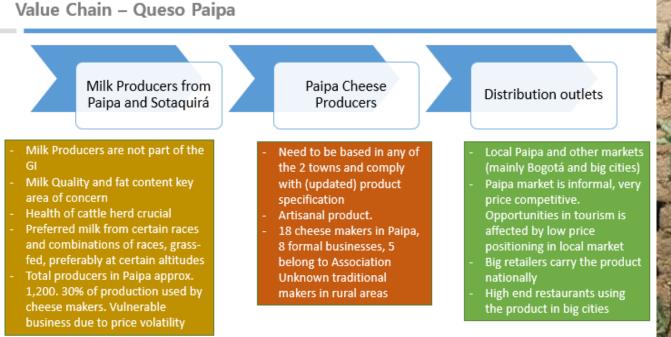Total number of priorities: 9 to 20 Suggested

Minimum number of indicators per Topic (small/recent organisations): 2 on average or approx. 20 - 24 indicators in total.

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Focus on Governance for GI Success

TOPIC	TOPIC DEFINITION / DESCRIPTION	Examples of Key Guiding Questions
Transparency	*Effective access of stakeholders to procedures, policies, decisions and decision-making processes as well as financial performance. Ability to contest GI organization´s decisions following internal procedures following due process. Impartial procedures*	Does the GI organization keep formal minutes of meetings? Does the GI organization have an anti corruption and conflict of interest policies? Does the GI company reports relevant and transparent information to its stakeholders, including regular activity reports and use of financial resources? Are GI product specification controls reliable and in conformity with agreed procedures?
Mission statement and purpose	*There is a clear understanding of the long-term role of GIs in the collective product strategy and its expected benefits by GI product stakeholders*	Does the GI producers / processors / companies/ farmers / organization have a clear mission and strategy? Is there understanding among GI internal and external stakeholders of the actions and strategies being implemented by the GI organization?
Legitimacy	*Reputation and ability to influence based on ability to represent interests of GI producers/processors/GI system and internal compliance with GI organization internal decision-making rules and by-laws. It also rests on active communication and understanding of the GI organization activities by internal and key external stakeholders to gain their support.*	Is the GI organization generally viewed as representative of its membership interests? Does the GI organization know its degree of compliance of its own decision-making rules? Are GI organization decisions generally accepted by its stakeholders?
Stakeholder dialogue	*Engagement of and communication to all GI stakeholders in decision-making processes and their implementation*	Have GI producers / processors / companies/ farmers / association have made a regular and structured effort to identify its stakeholders, their interests and priorities? Do GI producers / processors / companies/ farmers / association reach out to key stakeholders to communicate their collective strategies and priorities? Does the GI organization regularly reach out to internal stakeholders to understand their concerns and explain its plans and decisions? Do internal stakeholders have the opportunity to participate in GI organization decision making bodies?
GI product compliance and infringement prevention	*Actions taken by GI stakeholders to remedy, restore and/or prevent any legal infringements or any other breach of applicable regulations, including GI product specifications. It also relates to procedures associated with possible GI infringements by external stakeholders and other actors.*	Does the GI organization have a system to detect GI product infringements within and outside the territory? Is this system being monitored and implemented ? Is the system to ensure compliance of GI product quality specifications by GI producers/processors in the territory perceived as fair and objective?

Value Chain – Queso Paipa

Milk Producers from Paipa and Sotaquirá → Paipa Cheese Producers → Distribution outlets

Milk Producers from Paipa and Sotaquirá
- Milk Producers are not part of the GI
- Milk Quality and fat content key area of concern
- Health of cattle herd crucial
- Preferred milk from certain races and combinations of races, grass-fed, preferably at certain altitudes
- Total producers in Paipa approx. 1,200. 30% of production used by cheese makers. Vulnerable business due to price volatility

Paipa Cheese Producers
- Need to be based in any of the 2 towns and comply with (updated) product specification
- Artisanal product.
- 18 cheese makers in Paipa, 8 formal businesses, 5 belong to Association Unknown traditional makers in rural areas

Distribution outlets
- Local Paipa and other markets (mainly Bogotá and big cities)
- Paipa market is informal, very price competitive. Opportunities in tourism is affected by low price positioning in local market
- Big retailers carry the product nationally
- High end restaurants using the product in big cities

Thank you for your attention !