



Trade, health and IP: Geneva as capital of GI global governance

6 October International Conference on Geographical Indications

OriGin



Tot n° GIs registered/published/applied in the EU:

3845

Wine : **1740**

Spirits (distilled/liquors): 276

Spirits GIs Key-words

Territoriality

Contribution to local wellness



Quality

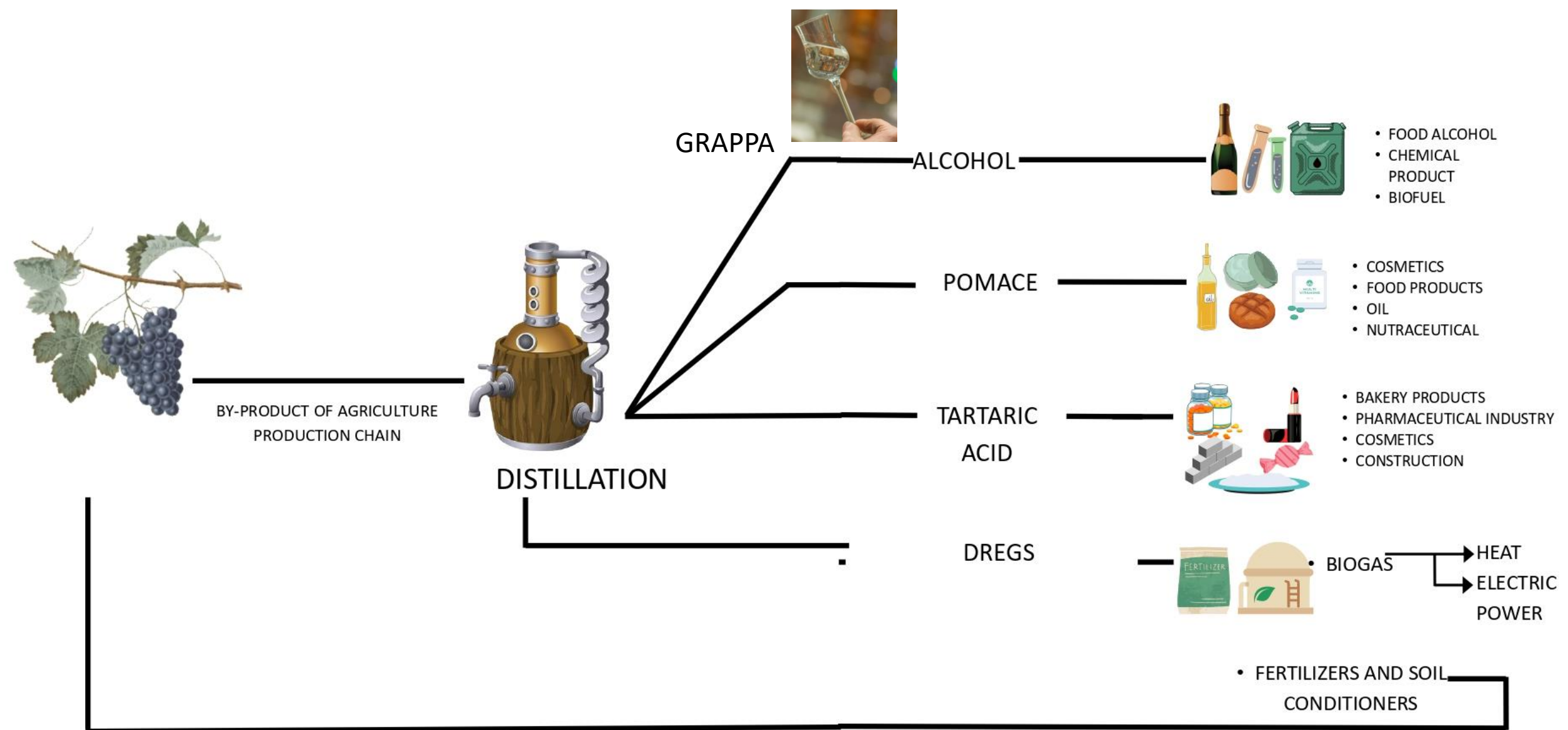
Premium products



Sustainability

integration of environmental health, social equity and economic vitality





1.000.000 BY-PRODUCTS
SUBTRACTED FROM
WASTE

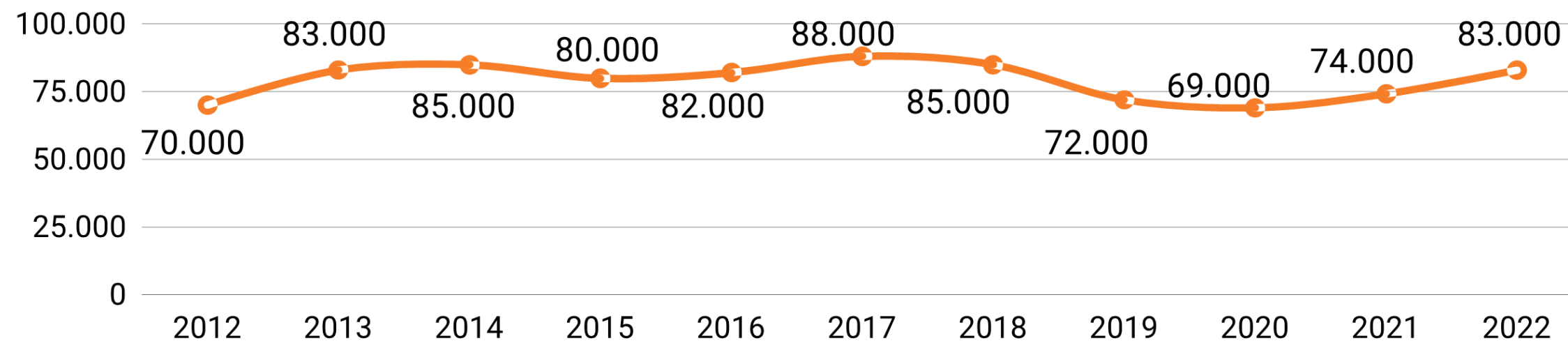
500.000 CO2 EMISSION
SAVED

300.000 MWH YEAR OF
ELECTRIC POWER
PRODUCED FROM
BIOMASS

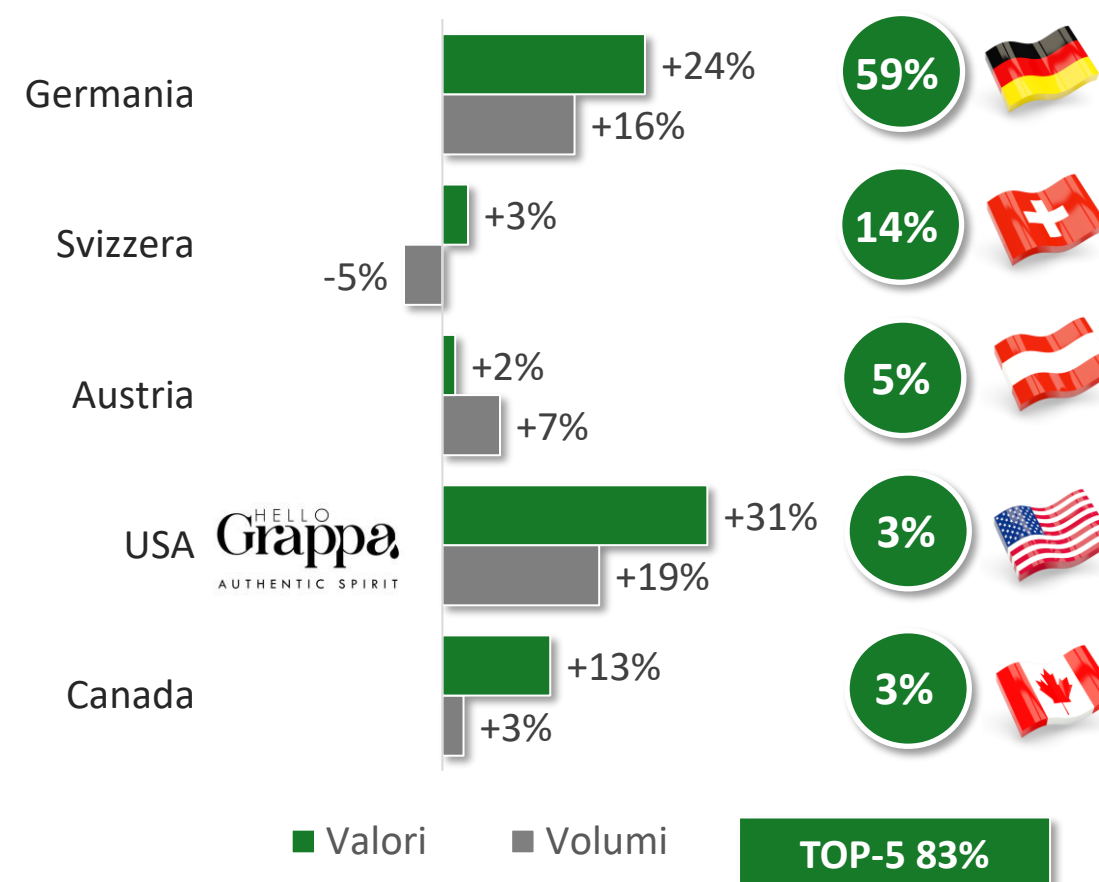
the case of **Grappa**

Grappa GI volumes

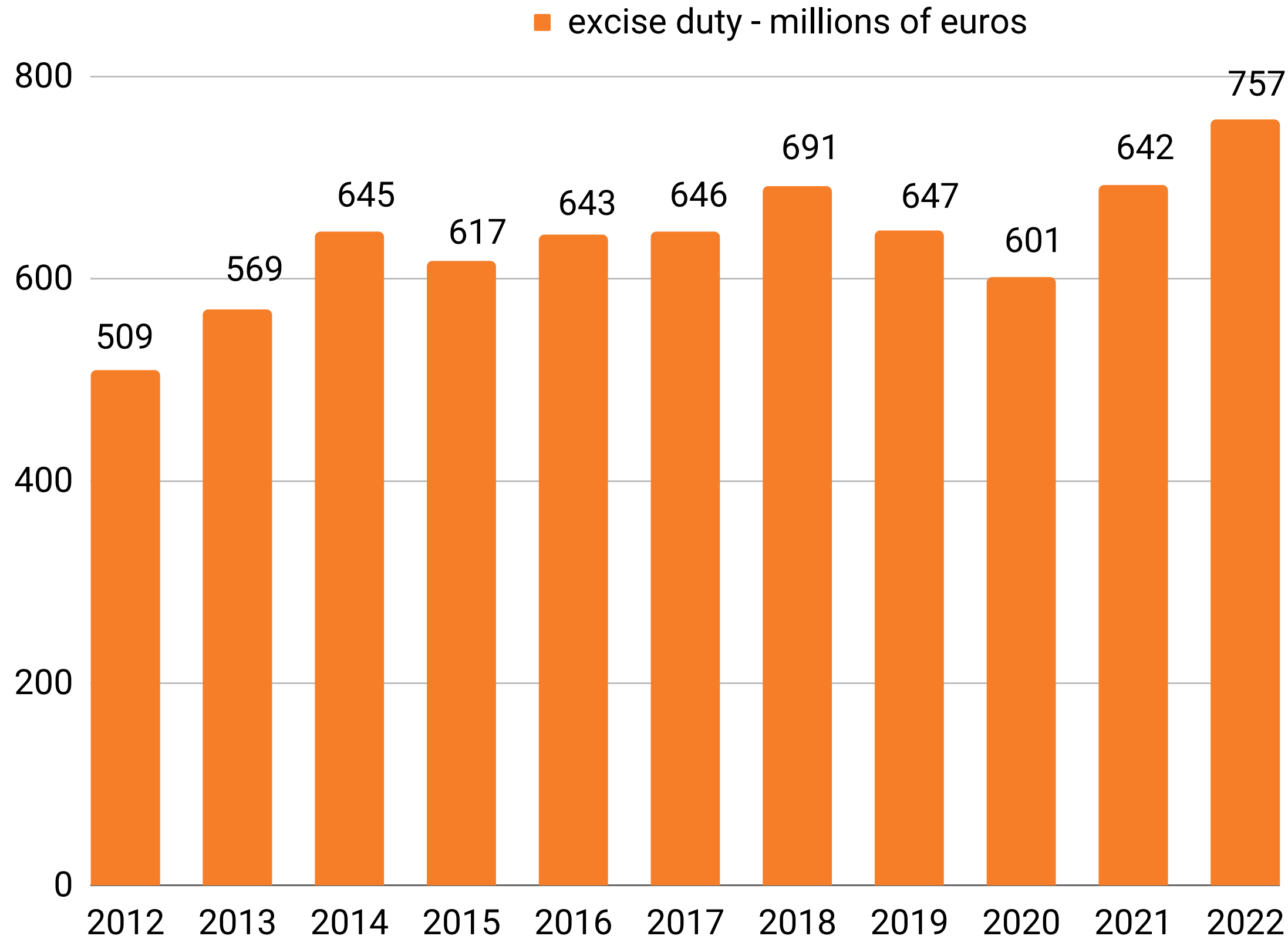
(anhydrous hectolitre)



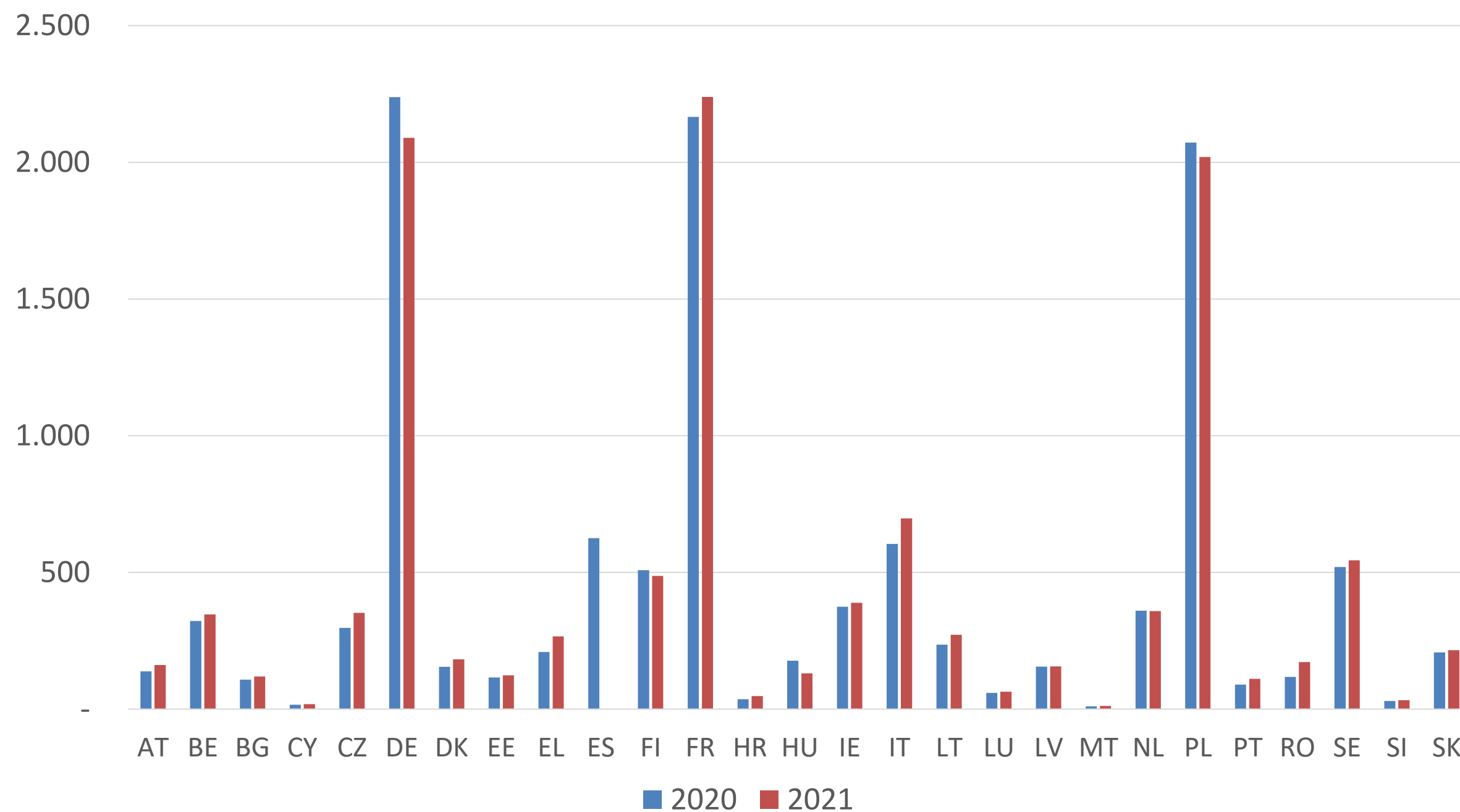
Export



Italian excise duty revenue (and consumption) - spirits



EU Excise Duty revenue (2020-2021) millions of euros



Source: EXCISE DUTY TABLES
European Commission, 2023
http://ec.europa.eu/taxation_customs/index_en.htm#.



- Alcohol consumption is a well-known risk factor for a series of conditions as non communicable diseases (NCDs) – including **cancers, cardiovascular disease, diabetes and chronic lung illnesses**.
- Alcohol is a source of **empty calories** : it adds calories without any nutritional value.
- Beyond health effects, drinking behaviour may have negative **economic and social consequences** both on the person drinking and on third parties, including loss of earnings, unemployment, family problems, violence, crime, stigma and barriers accessing healthcare

- **WHO** Moscow Declaration, Global Ministerial Conference on Healthy Lifestyles and Noncommunicable Disease Control (2011)

- **EU Beating Cancer Plan** (2020-2025)

Spontaneous initiatives
(industry association, producers)

general (-10 % of consumption by 2025)✓
+ specific measures (on labeling, promotion policy, excise duty)

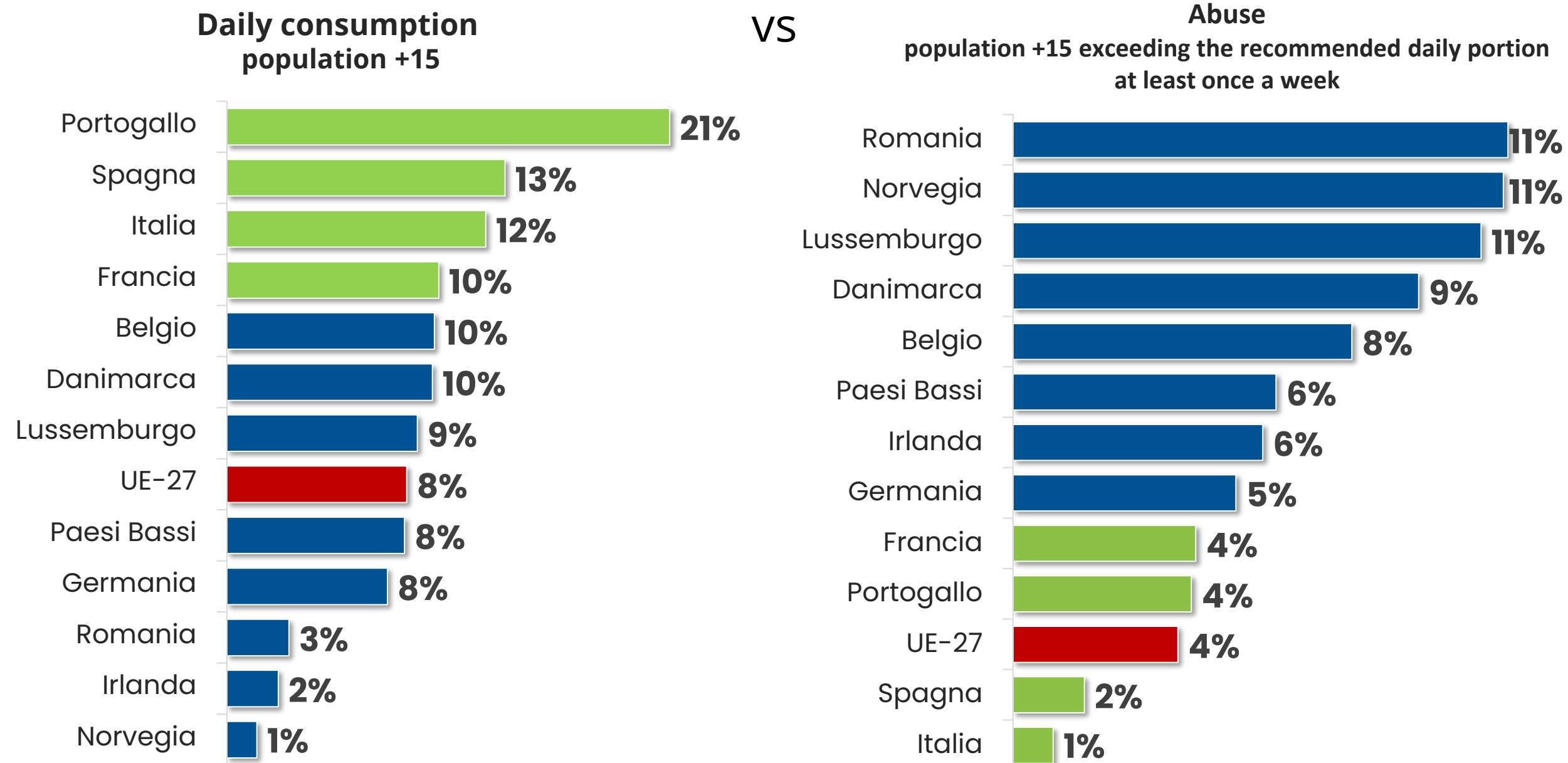
- **WHO on EU measures (2021)**

10% reduction of consumption not enough

Alcohol numbers are still high

Need for further measure

How to guarantee subsidiary and proportionality?





WHO remains firmly committed to the principles set out in the preamble to the Constitution

- Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

What's the impact of Spirits GIs on health?

Trade & Health


GIs spirits and health «holistic» approach

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