



The GI sustainability roadmap

How GI associations can improve their economic, social, environmental and governance performance



Fourth Regional Consultation on Geographical Indications in FAO Region
for Europe and Central Asia- 11 December 2023,

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What is sustainability?



In theory (ethical vision)

"Meeting today's needs without jeopardising the needs of future generations".

= ensure the renewal of resources

And looking after the welfare of the less well off

Balanced economic, social and environmental pillars (+ governance)

In practice (pragmatic vision), different ways of seeing things:

- External demands // deeply local issues that need local responses?
- Too complex a subject to be dealt with by specialists?
- the legitimacy of producers in defining how to change their practices ?
- **An opportunity for :**
 - Generate dialogue and mobilise partnerships with key players in the region or at national level, on economic, social and environmental issues, from civil society or the private and public sectors
 - Identify the priorities to be managed and put in place a roadmap to improve the performance of the GI system
 - be an agent of the desired change and have the means to monitor and demonstrate progress
 - Strengthen the governance and legitimacy of the ODG within its territory



Major challenges ...



Various sustainability issues

- Consumer expectations and demands
- Increased demands on markets
- Collective reputation and individual behaviour
- Changing regulatory context (national, European, global - Agenda 2030)
- Climate change
- **Sustainability = economic performance = sustainability of the GI...**
- **How are GIs positioned in relation to sustainability?**
- GIs are well placed to contribute to the sustainability of their sector and territory
- territorial anchoring, local governance, production of public goods, etc.

But ...

- positive contribution little taken into account (little evaluated)
- Negative impacts are highlighted,
- Lack of information from producers and complexity of the subject



FAO and oriGIn have been working together since 2017

To provide tools for producer organizations worldwide to support their commitment to sustainability

A framework that reflects the specific characteristics of the GI:

- Voluntary commitment
- Territorial anchoring
- Local players at the center; GI association= driving and central role
- Participative; importance of governance

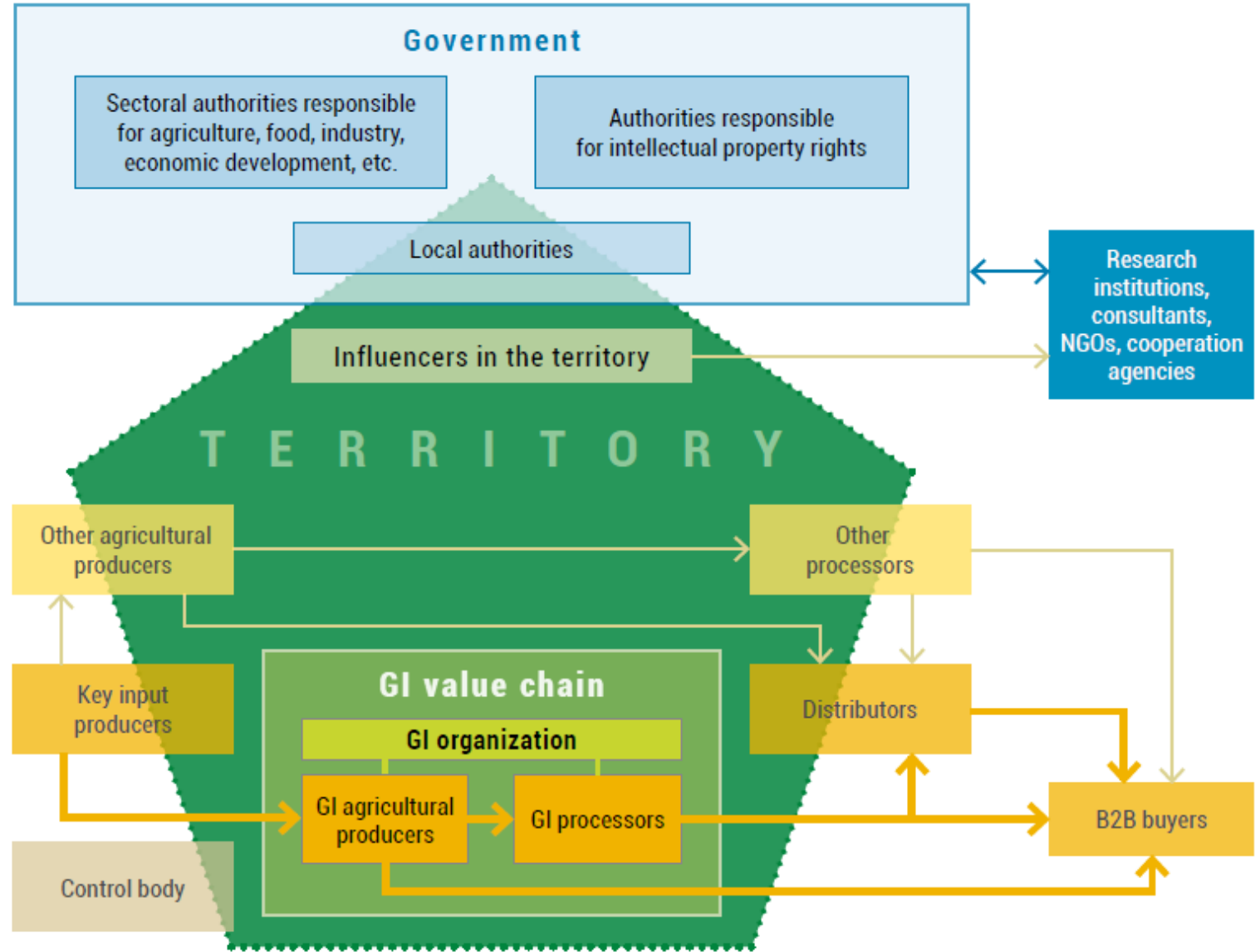
And action-oriented

- GI association autonomy: the coordinator is the perfect "GI practitioner" to coordinate the work.
- Accessible to all GI associations
- Continuous process for progressive and evolutionary improvement (assessment is a stage)
- Credibility Development of partnerships/alliances (access to markets, projects, public-private cooperation)



- 1. Identification of relevant GI stakeholder categories and groups
- 2. Selection of stakeholders for consultation on priority sustainability themes

General mapping of GI actors





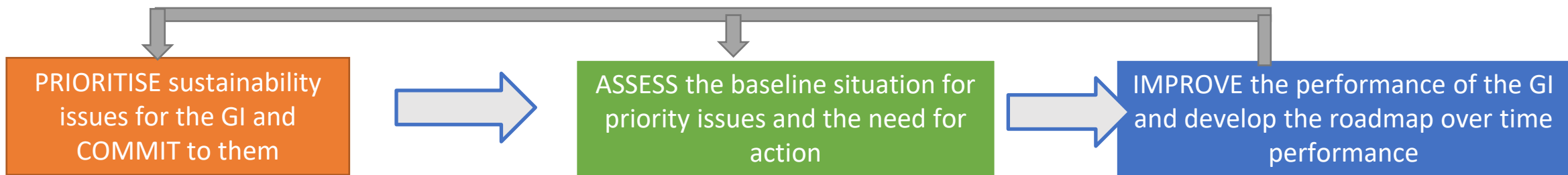
The roadmap

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





The roadmap Sustainability Strategy for GI



Step 1. Prepare for stakeholder engagement
 1a. Understand the GI system
 1b. Develop a stakeholder consultation plan

Step 2. Implement stakeholder consultation
 2a. Familiarize yourself with the issues framework (SDIG)
 2b. Prepare the consultation method
 2c. Implement internal GI stakeholder consultation plan
 2d. Implement external stakeholder consultation plan

Step 3. Prioritization of themes
 3a. Selection of a target number of themes
 3b. Analysis of the results of the consultation process
 3c. Selection of themes by the IG Board of Directors

RESULT: GI producers are aware of their sustainability challenges, have identified expert and potential partners, and are involved in defining their roadmap; they are able to discuss their priorities with local authorities, their customers, value chain players and potential donors.

Step 4. Selection of GI sustainability indicators
 4a. Preparation of the list of relevant indicators /
 4b. Review key attributes for feasibility
 4c. Consider balance of indicators
 4d. Consultation and validation of the pre-selection of indicators by the GI Council

Step 5. Baseline evaluation plan and performance monitoring
 5a. Frequency and individual definition allocated
 5b. Examination of possible sources of information
 5c. Establish baseline assessment plan
 5d. Calculating the baseline
 5e. Performance evaluation and gap analysis

RESULT: GI producers can assess their performance in terms of sustainable development and their main shortcomings, on the basis of priorities using indicators that are relevant to all stakeholders; strengthening collaboration with allies involved in the assessment.

Step 6. Create an improvement plan
 6a. Assess current and missing initiatives and possible roles for the GI organization
 6b. Draft an improvement plan
 6c. Commit to action

Step 7. Implement the plan: monitoring and ongoing evaluation :
 7a. Monitoring and evaluation
 7b. Reporting
 7c. The ongoing journey: developing the roadmap along the way

Step 8: Ensuring fair communication for ongoing commitment
 8a. The foundations of the communication plan
 8b. Internal communication
 8c. External communication

RESULT : an evolving roadmap guides GI producers in improving their practices, and performance; progress and results achieved are monitored and can be measured.

COMMUNICATE : keep allies and producers committed to the objectives; communicate the objective, stories and challenges to customers and consumers..

Theme	Topic	Number of indicators	Theme	Topic	Number of indicators	Theme	Topic	Number of indicators	Theme	Topic	Number of indicators
Economic resilience			Good Governance			Social Well being			Environmental Integrity		
Investment	Costs	15	Accountability	Holistic audits	5	Community safety and health	Food Security and Nutrition	6	Animal welfare	Animal Health	5
	Internal investment	2		Structure and Leadership	8		Public health	3		Freedom from Stress	2
	Long ranging investment	10		Transparency	12		Workplace safety and health provisions	15	Atmosphere	Air quality	5
	Profitability	14	Ethics	Due diligence	5	Cultural diversity	Indigenous knowledge and Traditions	3		Emissions	11
Local economy	Local procurement	4		Mission statement and Purpose	5		Decent livelihood	Opportunities to Improve	4	Biodiversity	Ecosystem diversity
	Local Value Creation	10	Holistic Management	Full-cost accounting	2	Capacity development for increased GI system productivity		7	Genetic Diversity		5
Product quality and information	Product Quality	10		Sustainability management plan	3	Fair access to means of production		5	Species Diversity		5
	Food safety	7	Participation	Conflict Resolutions	4	Poverty and quality of life	16	Sustainable fisheries	5		
	Product information	9		Legitimacy	15	Demography	Producer and Employee retirement	2	Land and Landscape	Landscape, Land Management and Use	13
Vulnerability	Diversification	6	Rule of law	Stakeholder Dialogue	14		Producer and labor demographics	5		Soil quality	11
	Liquidity	10		Civic Responsibility	5	Equity	Gender equality	8	Materials and energy	Efficient use of inputs and materials needed for Production	11
	Risk management	9		GI product compliance and infringement prevention	8		Non discrimination	3		Efficient Energy Use	6
	Stability of market	17		Resource appropriation	3		Support to vulnerable people	2		Waste Reduction and Disposal	9
	Stability of production	8			Labour rights	Child labor	4	Water		Interaction with water systems	10
	Stability of supply	4				Forced labor	3		Water use	8	
							Terms of Employment and Contracting	10			
Themes 22 Issues 62 Indicators 442						Freedom of association and rights to bargaining	2				
						Rewarding Commercial Practices	Buyer practices of GI products	3			
							Incentives for suppliers of GI products	1			9
4	15	135	5	13	89	7	19	102	6	15	116

**Suggested number of priorities
Governance pillar: 3 to 6 (3 are
default themes). For each of the
other pillars: minimum 2 Total
number of priorities: 9 to 20**

**Minimum number of indicators
suggested (small/recent
organisations): 2 on average for
each theme = 20 to 24
indicators in total**

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?
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?
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?
Remedy, restoration and 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? Are there strategies to support GI producers/processors and keep track of the of corrective steps needed so as to ensure GI product quality specifications are complied with?



Screenshot of the indicators database

Cf. metric frameworks consistent with those used by other players (SAFA, GRI, UNCTAD-FAO, Fairtrade, Rainforest, etc.)

Indicator code	PILLAR	THEME	TOPIC	Formula	Indicator source code	Indicator source	Requirements	Examples or significance	Qualitative/quantitative	Management or external indicator	Information (internal/external)	Objective/subjective indicator	Process/impact indicator	Key indicator	Broad sustainability			Agriculture and food								
															SDGs	GRI	ETHOS	UNCTAD	SAFA	FAIR TRADE	FAIRTRADE	RAINFORREST	ALLIAN	GRI	Sector Standard	
1	Economic resilience	Investment	Costs	Amount paid (amortized in some cases) for capital assets for employees' well-being/total assets	14	Consulting team, based on COSA	Value of investments towards employees' well-being (e.g. health clinics, worker housing, health and safety, sanitation etc.)	Total investments in assets that promote employees' well-being during a defined period (past year, or past five years), as a share (%) of total investments in all assets	Quantitative	Management	Internal	Objective	Process		8.3											
2	Economic resilience	Investment	Costs	Costs associated with obtaining the certificate and undergoing audits or inspections over a given period/total sales over that	14	COSA	Published materials and/or offer of services by certifying agencies	The cost of sustainability certification per unit of product sold	Quantitative	Management	Internal	Objective	Process		17.17											
3	Economic resilience	Investment	Costs	Costs of changes in cultivation practices per hectare or production unit	14	COSA	Drip irrigation, conservation tillage, contour planting, etc. Reconversion plan with associated costs. Review of opportunity	The cost of adapting/upgrading production practices to achieve compliance against a sustainability standard	Quantitative	Management	Internal	Objective	Process		8.2											
4	Economic resilience	Investment	Costs	Costs incurred to achieve GI certification (if any)/total expected sales over three	14	Consulting team, based on COSA	Upgrading of processes, controls, traceability. Changes in inputs	The cost of adapting/upgrading production practices to achieve compliance against a sustainability standard	Quantitative	Management	Internal	Objective	Process		8.2											
5	Economic resilience	Investment	Costs	Amount deducted by buyers from GI product payments/total amount of	14	Consulting team, based on COSA	Keeping track of deductions related to quality or other deficiencies, and their cause	Total value of deductions made by buyers, as a share of total expected revenues during a given period	Quantitative	Management	Internal	Objective	Process		8											
6	Economic resilience	Investment	Costs	Costs of purchasing or producing energy for the farm/total costs	14	COSA	Electricity, gasoline, gas, diesel, solar, wind, hydropower, wood from forests, prunings, managed woodlot, etc. (report separate numbers for the most significant	Total energy costs as a share of total costs of production shows the dependency of production on energy	Quantitative	Management	Internal	Objective	Impact		7											
7	Economic resilience	Investment	Costs	Amount paid for soil analysis and fertilizers (synthetic and natural) used for the GI product/total costs	14	COSA	Accounting records: local fertilizer distributor sales or individual cost accounting (report separate numbers for the most significant items)	Total fertilizer costs as a share of total costs of production enables a benchmark analysis of cost efficiency	Quantitative	Management	Internal	Objective	Process		8.2											
8	Economic resilience	Investment	Costs	Total costs of full- and part-time paid labour (formal and informal) to produce the GI product/total costs	14	COSA	Total labour usage. Total labour costs	Total costs of non-family labour as a share of total production costs shows the production's dependency on labour	Quantitative	Management and external	Internal	Objective	Impact		8.3											
9	Economic resilience	Investment	Costs	Amount paid for insecticides, herbicides and fungicides (synthetic and natural) used for the GI product/total costs	14	COSA	Accounting records, local pesticide distributor sales. Suggest to report number separately for most significant items	Total pesticide costs currently paid for production over total costs will allow to make benchmark analysis of cost efficiency	Quantitative	Management	Internal	Objective	Impact		8.2											
10	Economic resilience	Investment	Costs	Costs of recordkeeping (of production costs and output) by the GI organization and producers	14	Consulting team, based on COSA	Producers keep track of all income generated by the focus crop and can account for at least 80% of total costs. In family production units, it is suggested that the hours devoted by family members to the GI production are accounted for based on an agreed hourly/monthly rate	Producers can readily answer questions about the income generated and costs incurred, with some degree of specificity	Qualitative	Management	Internal	Objective	Process	x	8									1.2/1.3		
11	Economic resilience	Investment	Costs	Costs of investments required of new GI registrants to obtain GI certification/total income of the previous year	26	Consulting team, based on FAO-UNIFI		The cost of adapting/upgrading production practices to achieve compliance against the GI standard	Quantitative	Management	Internal	Objective	Process		17.17											

Example of messaging on a single issue (water) to create interest and encourage GI producers to engage

MAIN MESSAGE			
<p>In our GI production process, water conservation and efficient water use is considered part of our quality offering</p>			
WHY WE SAY SO	<p>We are measuring water consumption</p>	<p>We are reducing water waste</p>	<p>We are introducing new water technologies</p>
SUPPORTING ARGUMENTS	<ul style="list-style-type: none"> ■ Our indicators show that X% of producers are aware of their own water consumption. ■ We are on track to reduce overall water use by 20% within the next 2 years. ■ We expect to have a methodology to measure water footprint within 1 year and start applying it to our GI system. 	<ul style="list-style-type: none"> ■ With our allies, we have helped build 300 individual waste water treatment units in as many farms. ■ Our GI production process and specifications encourage waste water treatment. ■ We are working with environmental authorities to help transfer knowledge to improve waste water treatment through workshops and other efforts. 	<ul style="list-style-type: none"> ■ Our alliance with the local university and environmental ministry has helped us understand the dynamics of water use and waste to optimize conservation. The report says that... ■ 50 workshops have been held with value chain members to optimize storage and conservation technologies during dry periods to maximize quality conservation.

Source: authors' own elaboration.



Who ?

- **Central player in the process:** the GI association, supported by its roadmap coordinator ("GI practitioner") :
For the improvement phase, GI association = leader, articulator, influencer, or supporter
- **"internal stakeholders"** = linked to the GI association : decision-making committee, members, staff
- **"external players"** = stakeholders in the GI system, whether in the area or not, private and public sector, civil society = potential and future allies
- **Time required :**

Phases	Processus (cycle 1)	Estimated time
Priorization	Ownership and consultation	8 à 12 weeks (depending on board availability)
Evaluation	Indicators, reference data	4 weeks (depending on data availability)
	Sharing results	2 weeks
improvement	Developing the improvement plan	4-6 weeks (according to allied availability)
	Supporting initiatives	Depending on the duration of the initiatives

Different areas of action for GI association leader: Consider changes to the CoP Territorial strategies/maps One-off initiatives Partial, gradual or not

To conclude

SSGI, an approach:

- **Tailor-made** for a GI, with the aim of improving the performance of the GI system in the 4 dimensions of sustainability in a continuous and evolutionary manner.
- **Participatory**, with the GI associations at the centre of the process (= endogenous, bottom-up), leading to commitment and alliances Autonomous, self-assessment possible
- **Focused on action and recognition by other frameworks.)** Can also be used by GI associations (or other stakeholders) on the basis of priorities (and/or indicators and initiatives) already established (possibly similar to other sectors
- **Transposable to any group of producers** with a territorial base - not (yet) a registered GI.
- **This method now needs to be tried and tested around the world in different sectors to spread best practice and examples: get involved!**
- **Webinars FAO/oriGIn to come from march 2024**

Thank you for your attention !