



Food and Agriculture Organization  
of the United Nations

# Using Geographical Indications to improve sustainability



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

Valérie Pieprzownik, expert IG FAO



Food and Agriculture Organization  
of the United Nations

*FAO has been involved in work on **G**eographical  
Indications and sustainability for many years.*

- Sustainability is particularly important for geographical indications, as they cannot be delocalised.
- Several FAO works and publications therefore deal with sustainability.



Food and Agriculture  
Organization of the  
United Nations

# Using geographical indications to improve sustainability



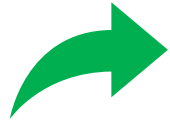
**Lessons  
learned** | from 15 years of FAO work on  
geographical indications



•  
*A publication based on  
15 years' experience of the FAO's work  
on **G**eographical **I**ndications*



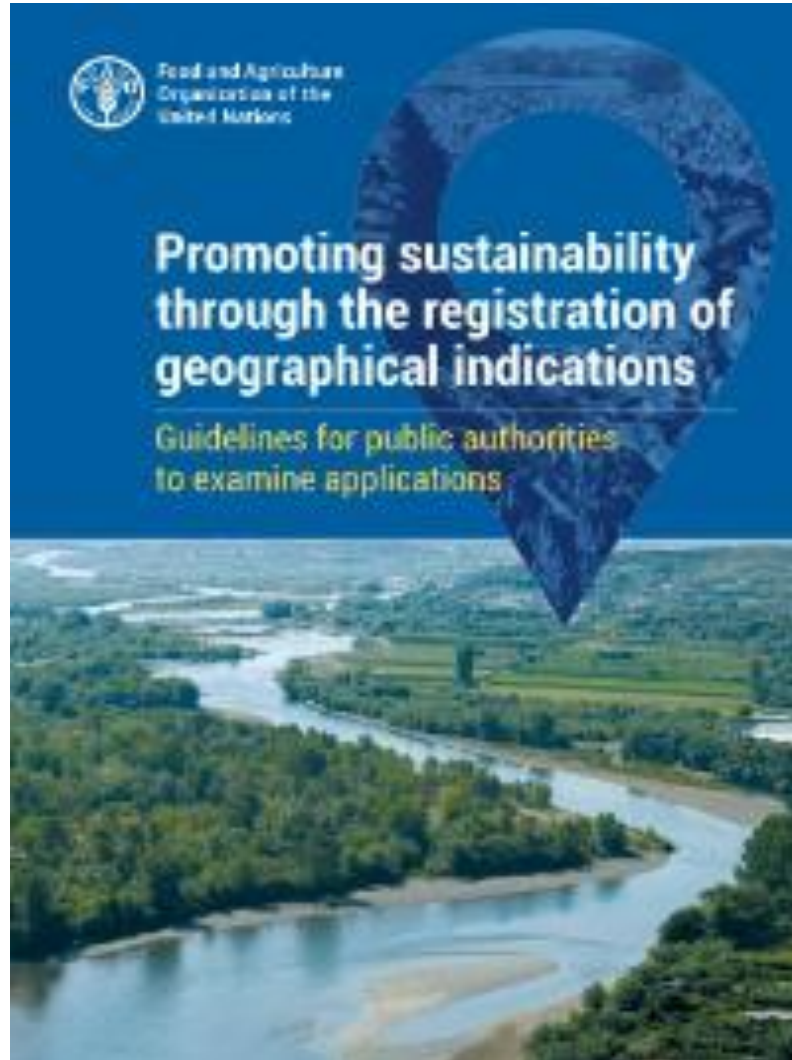




*practices and knowledge over 30 projects and countries shared with FAO and researchers, governments and stakeholders : key messages :*

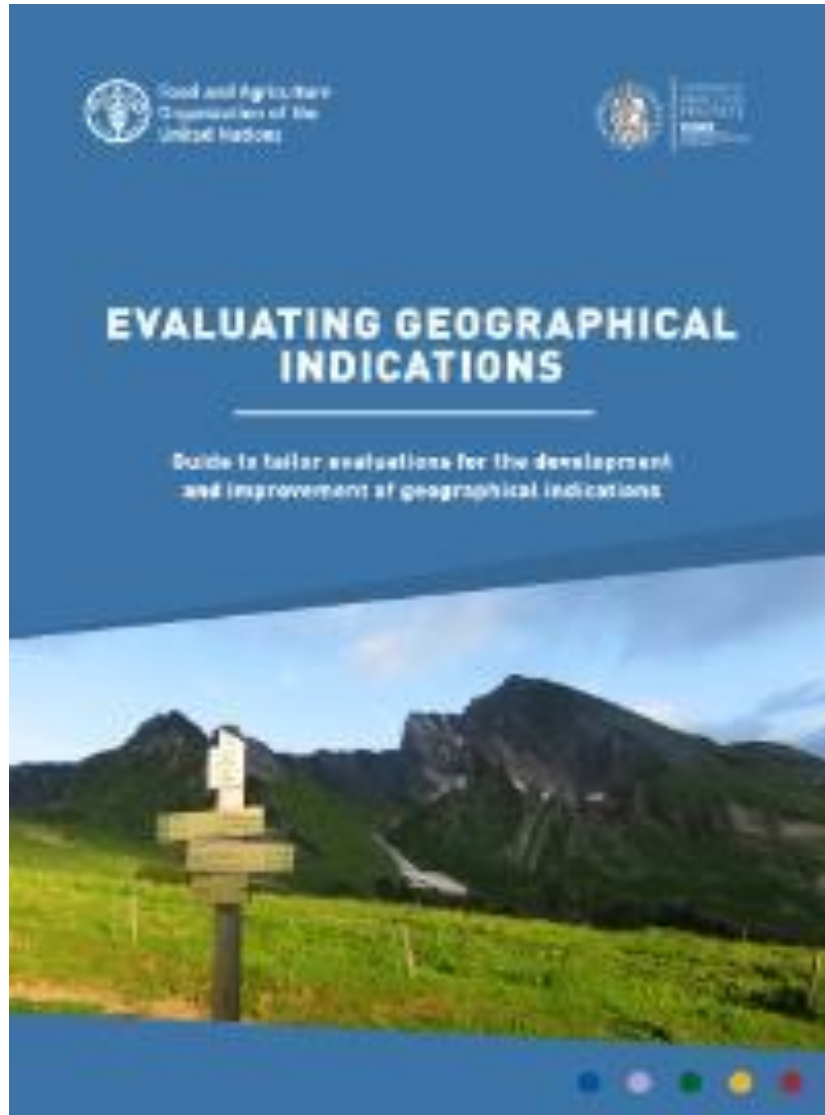
- **Geographical indications (GIs)** can represent an important lever to strengthen local sustainability and sustainable food systems by combining processes at the territorial level.
- **GIs are** collective intellectual property rights **in the hands of GI producers** . The way producers and other actors in the value chain manage GIs is crucial to their contribution to the provision of public goods and sustainability.
- There are promising areas where **GIs can boost sustainability**, including nutrition, preservation of the environment, and social benefits for vulnerable categories. In all these areas, local stakeholders play a fundamental role in the identification of local resources and issues to address, and in the guaranteeing of the sustainability of GI systems. There is a need to gather evidence and formulate best practices regarding the contribution of GIs to sustainability.
- **Policy and regulatory frameworks should ensure the continuity of GI schemes over time**. This continuity can contribute to environmental preservation and social responsibility in the long term. More specifically, it is important to encourage local GI communities to engage in long-term sustainability pathways through territorial strategies and by formulating performant GI specifications .

# An important role of the public authority alongside producer associations in ensuring sustainable production



→ The examination of applications not only serves to verify the legitimacy of the GI as an IPR in terms of the link to the origin but can also influence the GI system's effectiveness and sustainability performance, in relation specific quality linked to the geographical origin, the local governance, the appropriate marketing strategy.

- The objective of these guidelines :
- provide guidance to public authorities and experts that examine GI applications.
  - Give some examples and recommendations related to the procedures for the examination of GI requests (on the 2 types of criteria for the registration: 1) the legal criteria that determine the admissibility for registration (link to origin) and 2) additional criteria that improve the GI system's sustainability. )
  - offer a list of questions to guide examiners along the examination process.



These guidelines aim at providing a detailed and stepwise approach with specific tools to help practitioners in establishing their framework in relation with their objectives and local conditions, to help both the qualification through a prospective evaluation, and the reproduction of local resources through retrospective evaluation.



**Food and Agriculture Organization  
of the United Nations**

**FAO GI Web site :** [FAO GI website : www.fao.org/food-quality-origin](http://www.fao.org/food-quality-origin)

**Publications:**

- **Using geographical indications to improve sustainability:** [www.fao.org/ documents/card/en/c/cc3891en](http://www.fao.org/documents/card/en/c/cc3891en)
- **Promoting sustainability through the registration of geographical indications:** [www.fao.org/ documents/card/en/c/cc4358en](http://www.fao.org/documents/card/en/c/cc4358en)
- **Evaluating geographical indications :** [www.fao.org/documents/card/en/c/cb6511en](http://www.fao.org/documents/card/en/c/cb6511en)

**And many more .....**