



Organization for an International
Geographical Indications Network

Sustainability Strategy for Geographical Indications (GIs)



oriGIn - The global alliance of GIs

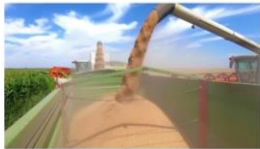
oriGIn is the global alliance of GI groups and institutions dedicated to:

- Campaigning for robust GI protection in national laws and international treaties; and
- Promoting a model of managing value chains which is poised to respond to the emerging economic, social and environmental challenges.

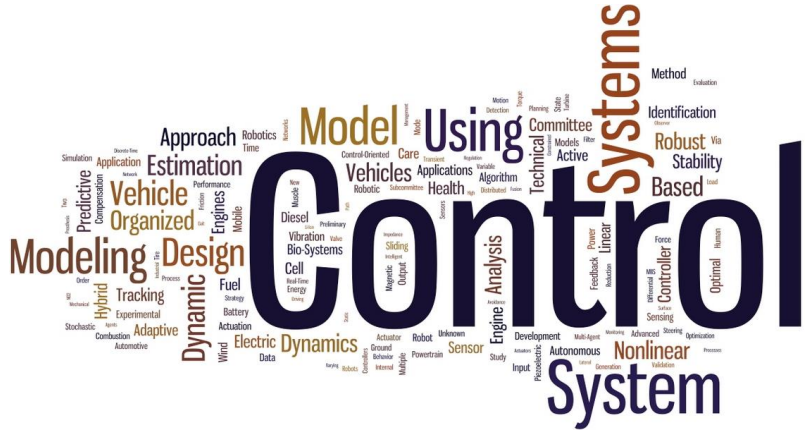


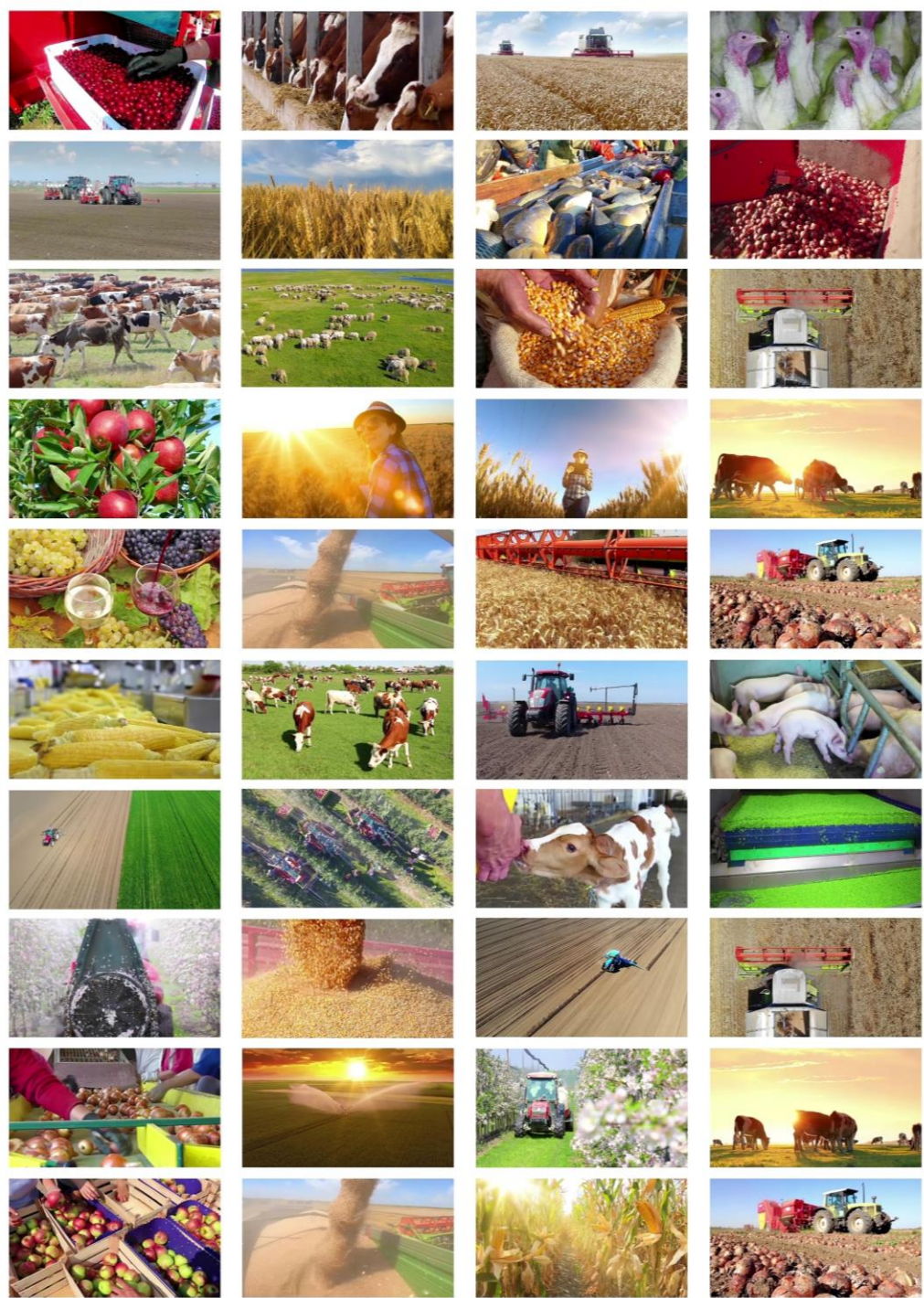
GIs: From the local to the global in a sustainable way

- Global concept: more than 15,000 GIs recognized worldwide
- A robust IPR as well as a powerful sustainable development tool



GIs & Sustainability narrative





How to implement a project?

- FAO-oriGIn survey to understand the situation of a GI (or a sector in a country) with respect to sustainability
- Budget proposal. Options:
 - ✓ Translation of tools in local language, if need be
 - ✓ Identification of priorities
 - ✓ Road map for improvement
- Feed-back to improve the overall methodology

If interested, please contact:

Mr. Massimo Vittori

Managing Director of oriGIn

Email: massimo@origin-gi.com

www.origin-gi.com

