

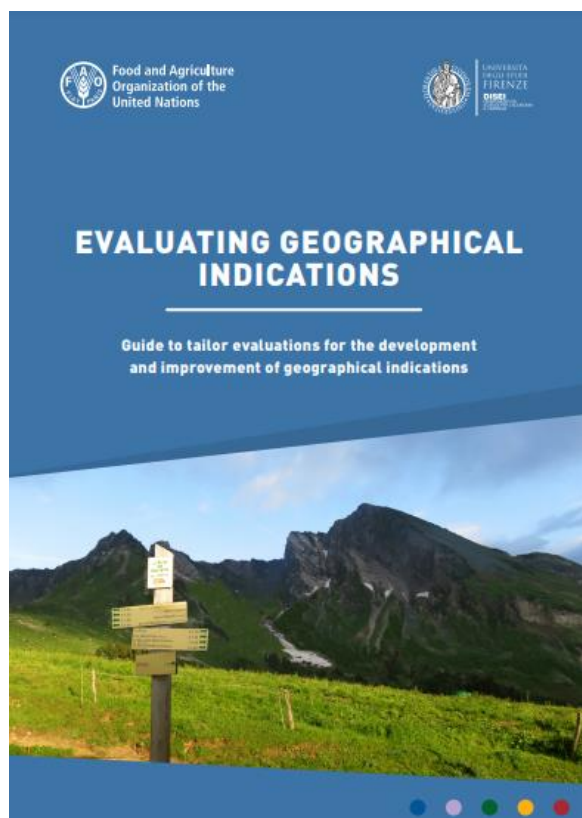


ON 27 SEPTEMBER 2022 FROM 9:30 TO 11:30 AM (CET)

AREPO IS GLAD TO INVITE YOU TO PARTICIPATE

IN THE **ONLINE PRESENTATION OF THE FAO GUIDE**

"EVALUATING GEOGRAPHICAL INDICATIONS – GUIDE TO TAILOR EVALUATIONS FOR THE DEVELOPMENT AND IMPROVEMENT OF GEOGRAPHICAL INDICATIONS"



Geographical indications represent a powerful way to foster sustainable food systems through territorial approaches and market linkages, especially for small-scale actors. In this perspective, and following the FAO publication methodologies of the origin-linked virtuous circle, local actors need to well define their geographical indication (GI) system and, more specifically, the product specifications as well as monitor and evaluate the impacts and readjust the system as necessary for the reproduction of local resources. 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.

The meeting will be held on Zoom. Interpretation will be provided according to the language of participants.

AGENDA

1. **Welcome and introduction**, AREPO
2. **Why an evaluation guide for GI?**, Emilie Vandecandelaere, Food system economist, FAO
3. **Presentation of the Guide: objectives, method, applications**, Prof. Andrea Marescotti and Prof. Giovanni Belletti, Department of Economics and Management, University of Florence

Q&A

Conclusion 11:30

REGISTRATION

Please, **register by filling in the [online form available at this link](#).**

Before the meeting you will receive all the instructions for the connection.