



Food and Agriculture Organization
of the United Nations

Geographical indications : Why an evaluation guide for GI?



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Food and Agriculture in the 2030 Agenda



Food and agriculture targets relate to
practically all 17 SDGs



A food systems approach is needed to
achieve SDGs



Importance of territorial approaches to
contribute rural transformations towards SDGs

Source:

SOW-BFA 2019 *The State of the World's Biodiversity for Food and Agriculture*
SOFA 2017, *Leveraging food systems for inclusive rural transformation*

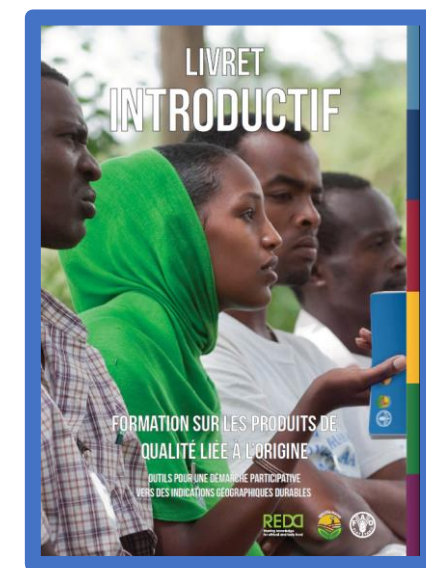
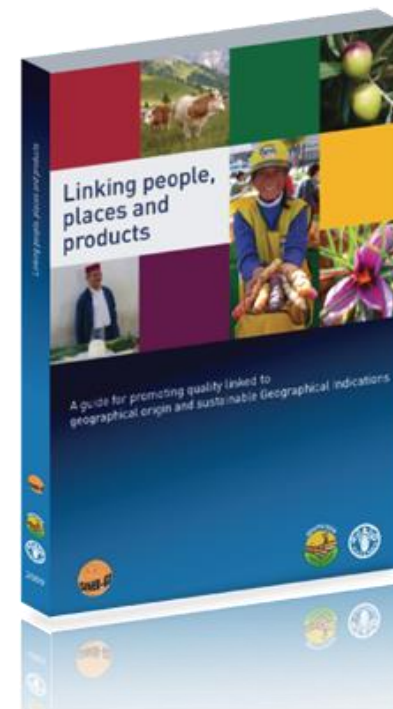
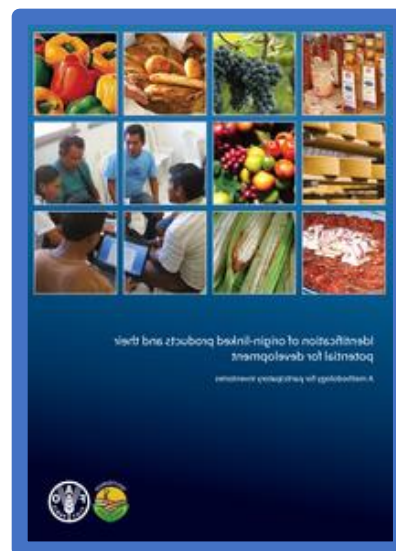
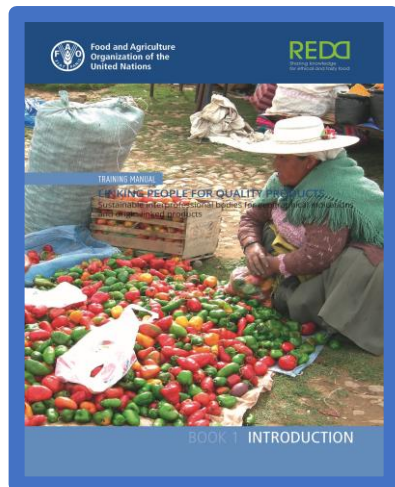
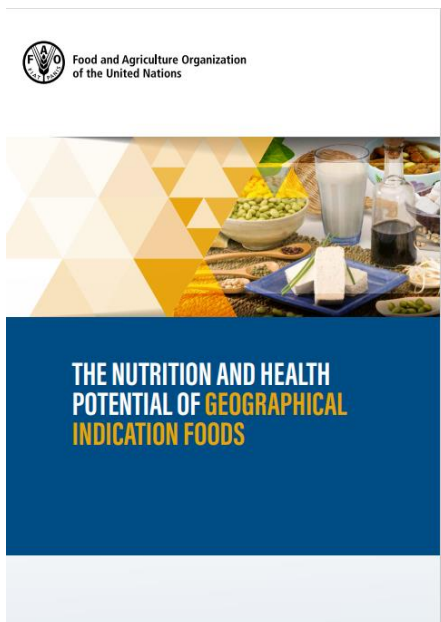


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Since 2007, FAO work on quality linked to geographical origin and GI

- Knowledge development and guidance tools
- Technical assistance

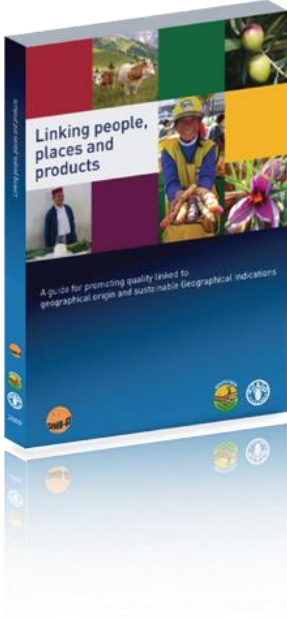
www.fao.org/geographical-indications





FAO-SINERGI guidelines

“Linking People, Places and Products”

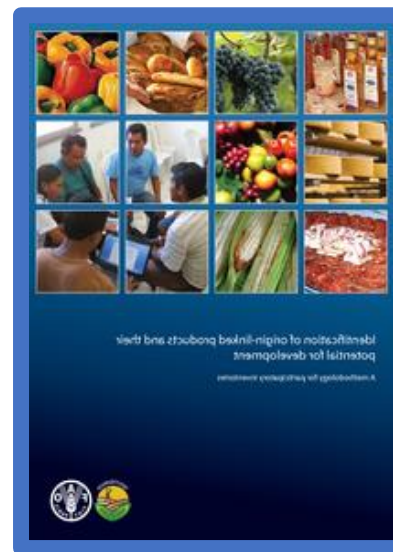
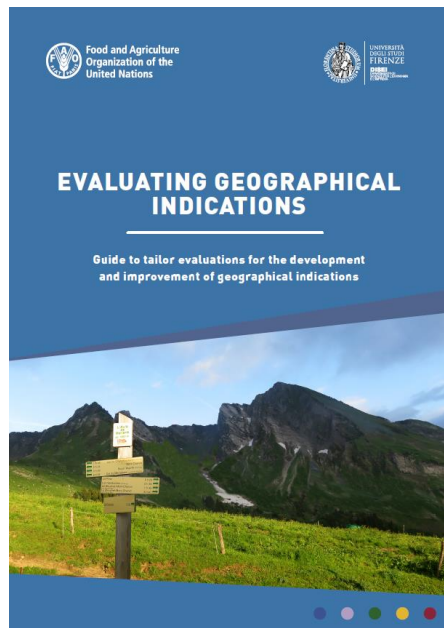


1. **IDENTIFICATION**: be sure about your potentialities and join forces!
2. **QUALIFICATION**: define your own rules collectively!
3. **REMUNERATION**: develop economic alliances!
4. **REPRODUCTION OF LOCAL RESOURCES**: be sure about your sustainability! Check, adjust and extend!
5. **ROLES OF PUBLIC ACTORS**

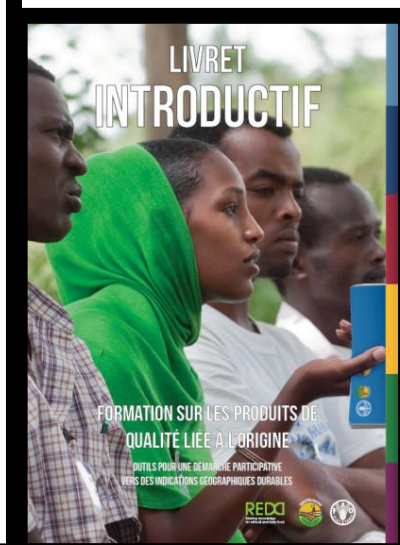
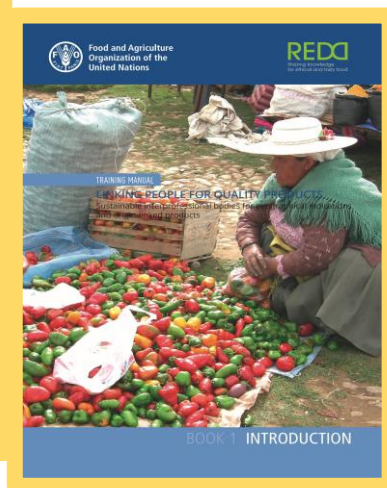




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Policy recommendations
Guidelines for examination of GI request





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Evaluating GI: a variety of needs

- Well establish the rules according to the objectives
- Demonstrate effectiveness to users and supporters
 - Voluntary approach: producer engaging or staying if it is worthy
 - Public good, public investment, reporting to society
 - Many “sleeping GIs”
- Evolve to adapt issues and changes
 - Long term investment: many changes along the road: initial objectives, economic and political context, people, climate change...
 - ➔ review objectives, specifications, strategy
- Contemplate a variety of effects in a systematic way
 - different spheres (economic, social, environmental) and levels (firm, group, VC, territory)
- Ensure more sustainable GI systems : “assess to improve”
 - Political: agenda 2030, EU policy
 - Economical: market access, reputation, sustainability reporting, reproduction of local resources
 - Self esteem





Why such a guide for local actors?

For local actors:

- GI initiatives are rooted in the territory and linked to local public goods: Local public and private actors are concerned have the resources to invest/contribute
- Capacities of local stakeholders to find their own solutions

Practical guide:

- Complexity of GI evaluation
- Lack of producers awareness and capacities
- methodologies for shared and informed decision-making, in particular about Trade-offs

For tailored evaluation framework

- GI specificity needs case by case approach (diversity, link to cultural and natural dimensions, tailored specifications related to specific objectives)

Through participatory approach

- Inclusiveness and external inputs
 - Producers and VC
 - Local authorities
 - Academic





Practical objectives

- **Build capacities** on evaluation, monitoring, managing participatory process; facilitate development and management of a territorial strategy
- **Ensure adequacy of the GI system** to local situation, context and users objectives; helping understand the connections and trade-offs between economic, social and environmental, ensuring tailored specification
- **Strengthen local governance and multi-stakeholder approach** and structures (GI asso, inter-branch, public-private...)
- **Strengthen public-private coordination and partnerships** with sponsors or other stakeholders
- **Boost the credibility and visibility** of a GI initiative

Prospective

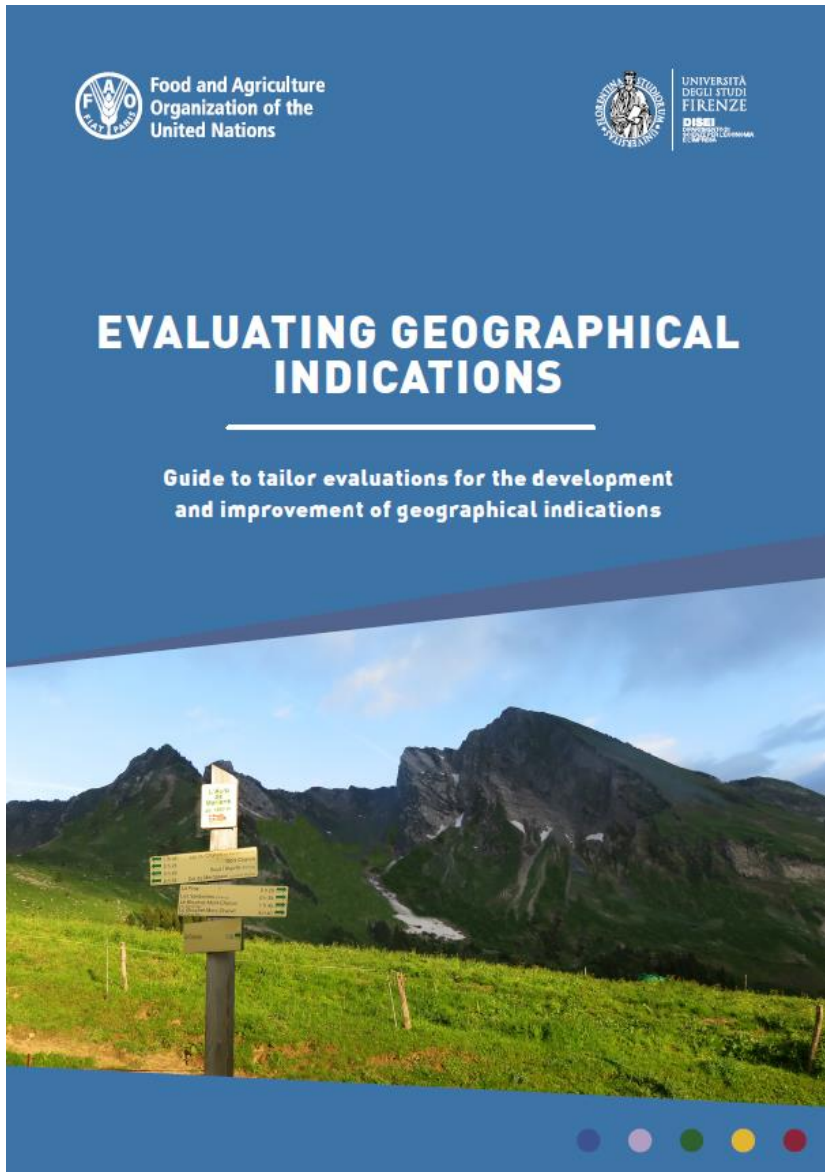
- Understand what can be the effects of GI initiative;
- Identify the most important issues to be tackled
- identify and leverage the strengths of a GI initiative
- Define the common rules in a participatory way, discussing pros and cons.

Retrospective

- Understand what are the effects of the GI initiative
- Understand if the objectives have been met
- Analyse the causes of failures and successes
- Determine how the GI initiative can be changed to better reach its aims.
- Demonstrate and monitor GI impacts



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Web site

www.fao.org/food-quality-origin

More information

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Merci de votre attention!



Pour plus d'informations:

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