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## **AREPO GENERAL ASSEMBLY**

***10 April 2024***

# Agenda

## **Statutory part**

Welcome and annual report of the Presidency

Vote on the annual report of the Presidency

Presentation and vote on the state of the  
accounts 2023 and provisional accounts 2024

Vote on the contribution 2024

# Agenda

## Thematic part:

Activities of the new CAP network

EC-notified regional quality schemes and regional brands

## EU Policy update

Update on EU Promotion Policy and 2024 Annual Work Programme

Update on the future of the CAP

Update on EU Projects

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# WELCOME AND ANNUAL REPORT OF THE PRESIDENCY

***Mercedes MORÁN ÁLVAREZ,***

*President of AREPO and Regional Minister*

*for Agriculture, Livestock and Sustainable Development of Extremadura region*

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# PRESENTATION AND VOTE ON THE STATE OF THE ACCOUNTS 2023 AND PROVISIONAL ACCOUNTS 2024

***Laurent Gomez***

*Secretary General of AREPO*



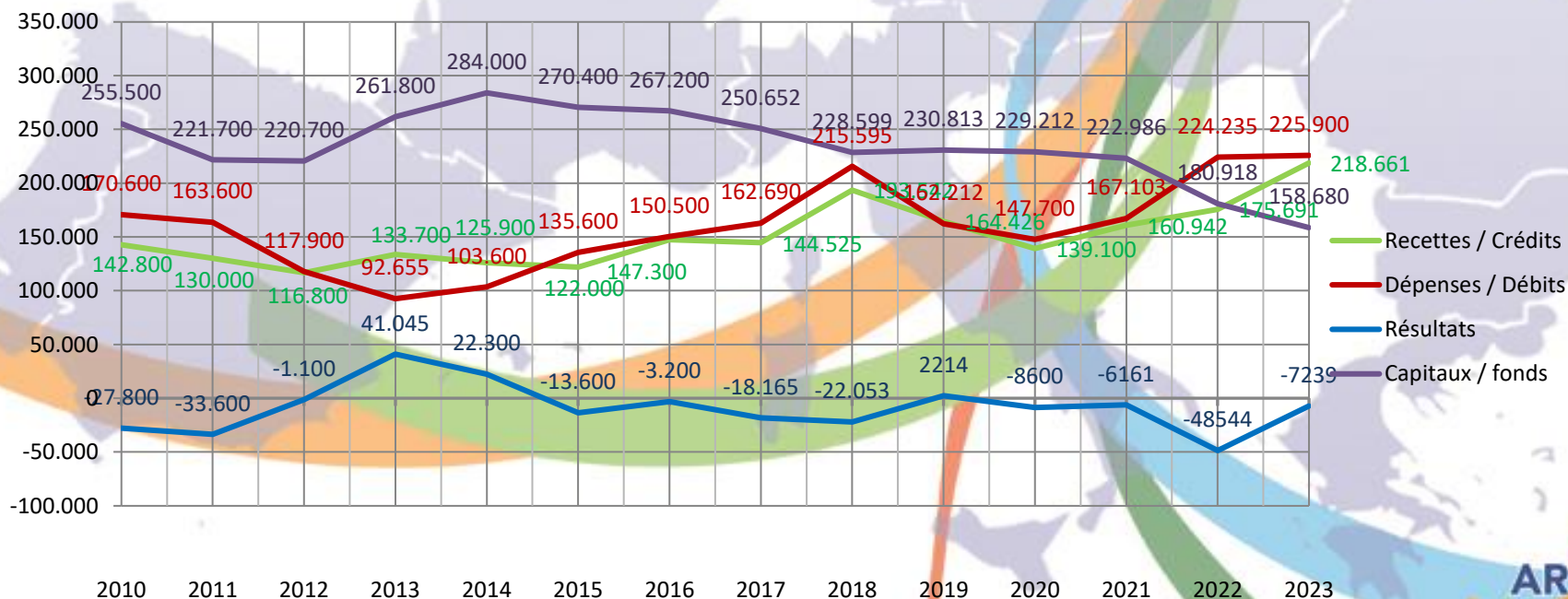
# PRESENTATION OF THE 2022 ACCOUNTS

	Réalisé 2020	Réalisé 2021	Réalisé 2022	Réalisé 2023	Prévu 2024
Dépenses par poste	€ TTC	€ TTC	€ TTC	€ TTC	€ TTC
Contrat Giulia et Francesca : salaires, charges, logement, TR, Mutuelle...	73700	69.994	88.824	104.822	105.000
Stage	2900	0	0	0	0
Consulting	38400	36.537	37.514	37290	30.000
Avion, train, hôtels, restauration, km pour SG et team Bruxelles	3700	8.206	16.074	8.134	8.000
Avion, train, hôtels, restauration, km pour membres	5000	4.511	8.651	5.419	5.000
2 Réunions plénières dont interprètes, traiteur, bus...	12600	31.121	52.221	51.218	47.000
Tél., internet, fournitures, publicité, publications, locations...	3900	6.589	5.957	5.704	6.000
Commissaire aux comptes, comptable, assurances, contrôleurs	6600	4.207	5.870	12.240	7.000
Autres charges de gestion courantes	800	5.674	1.185	763	1.000
Frais bancaires	100	144	161	310	300
Charges exceptionnelles	0	120	7778	0	0
<b>Total</b>	<b>147700</b>	<b>167.103</b>	<b>224.235</b>	<b>225.900</b>	<b>209.300</b>

	Réalisé 2020	Réalisé 2021	Réalisé 2022	Réalisé 2023	Prévu 2023
Ressources		€ TTC	€ TTC	€ TTC	€ TTC
Cotisations des Régions membres 4500 €/an	130500	135.000	135.000	135.000	180.000
Revenus des produits financiers	3700	1.069	1.246	2.866	1.300
Projet Agrosmart Global --> GI Smart	4440	24.094	29.937	69.891	0
Projet Mooving					28.000
Autres produits de gestion courante (cotisations sociales...)	0	687	0	554	0
Produits exceptionnels	0	93	0	10.350	0
Autres produits dont Com UE et autres remboursements	460	0	9.508		0
<b>Total</b>	<b>139100</b>	<b>160.942</b>	<b>175.691</b>	<b>218.661</b>	<b>209.300</b>
<b>Résultat</b>		<b>-6.161</b>	<b>-48.544</b>	<b>-7.239</b>	<b>0</b>
<b>Capital disponible (total fonds propres)</b>	<b>220.623</b>	<b>214.462</b>	<b>165.918</b>	<b>158.680</b>	<b>158.680</b>
<b>Parts sociales Banques Crédit agricole</b>			<b>15.000</b>	<b>15.000</b>	<b>15.000</b>

# PRESENTATION OF THE 2022 ACCOUNTS

	Recettes	Dépenses	Résultat	Capitaux
2010	142.800	170.600	-27.800	255.500
2011	130.000	163.600	-33.600	221.700
2012	116.800	117.900	-1.100	220.700
2013	133.700	92.655	41.045	261.800
2014	125.900	103.600	22.300	284.000
2015	122.000	135.600	-13.600	270.400
2016	147.300	150.500	-3.200	250.652
2017	144.525	162.690	-18.165	228.599
2018	193.542	215.595	-22.053	230.813
2019	164.426	162.212	2214	229.212
2020	139.100	147.700	-8600	222.986
2021	160.942	167.103	-6161	224.235
2022	175.691	224.235	-48544	180.918
2023	218.661	225.900	-7239	158.680



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# VOTE ON THE CONTRIBUTION 2024

***Laurent Gomez***

*Secretary General of AREPO*



A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, curved, semi-transparent lines in green, orange, blue, and red, which appear to represent major transport routes or corridors across the continent.

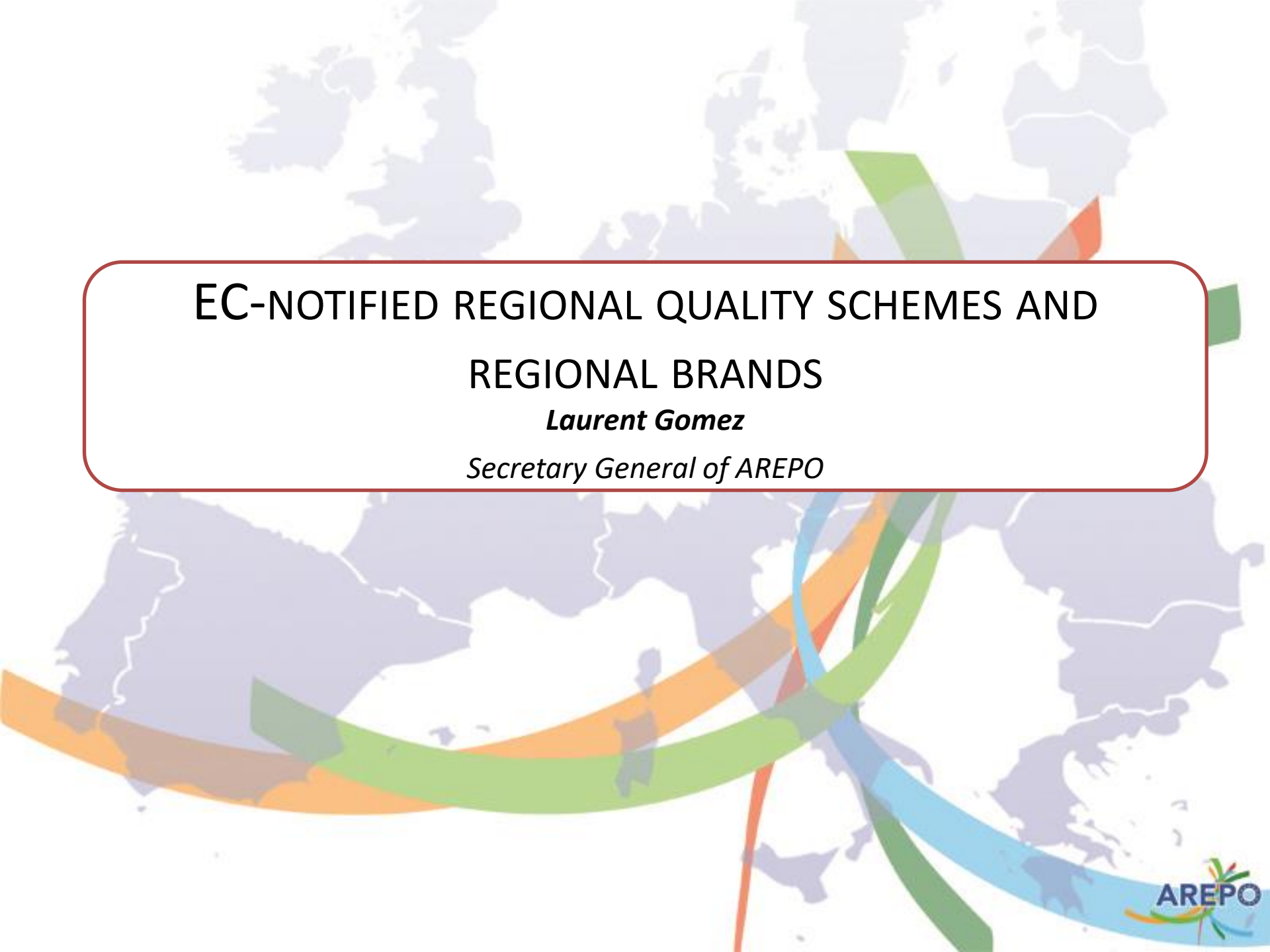
## THEMATIC PART – EU POLICY UPDATE

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# ACTIVITIES OF THE NEW CAP NETWORK

***Giorgio Trentin & Malone Rolland***

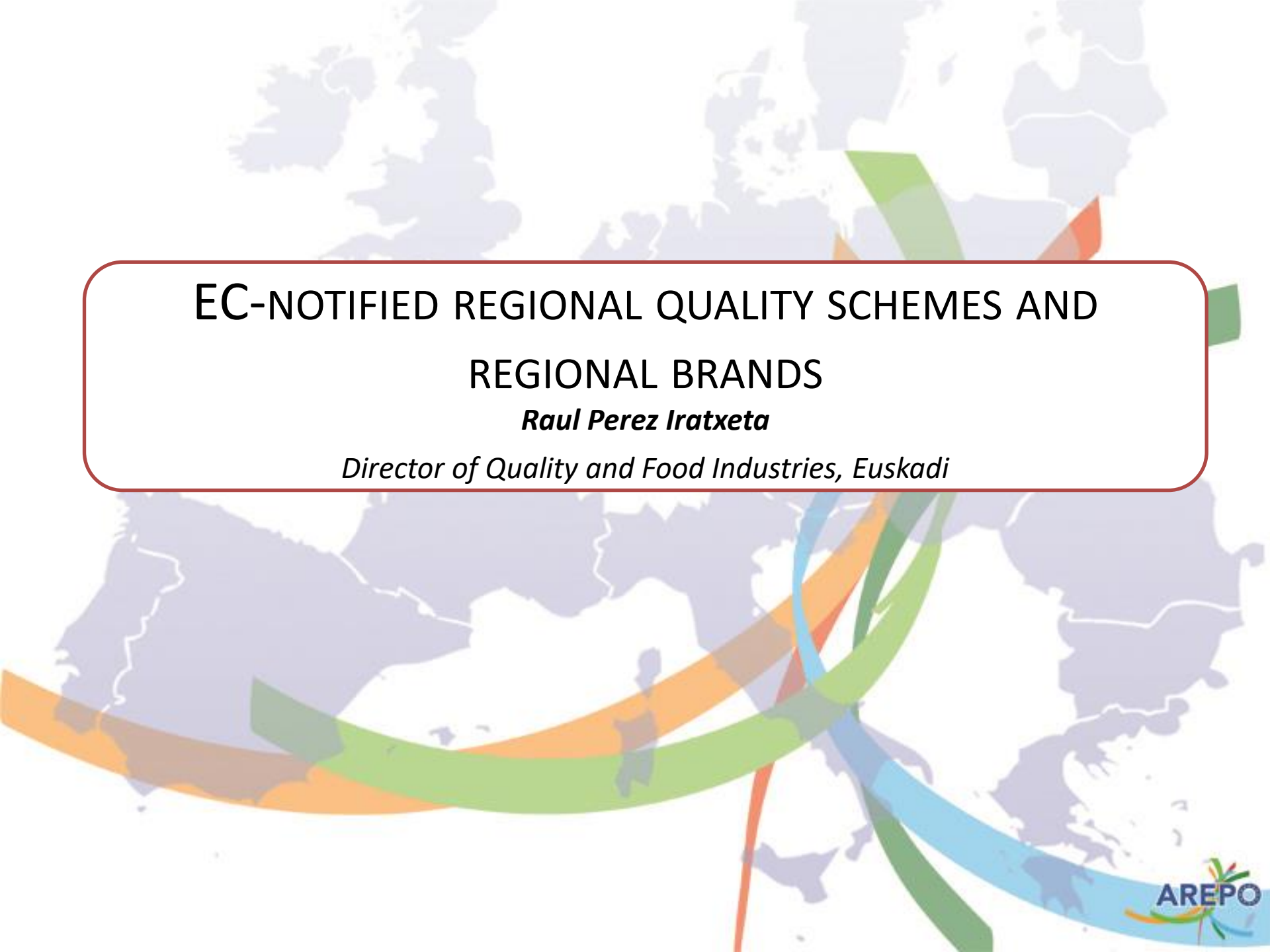
*Representatives of AREPO in the thematic groups of the CAP network*

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# EC-NOTIFIED REGIONAL QUALITY SCHEMES AND REGIONAL BRANDS

***Laurent Gomez***

*Secretary General of AREPO*

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# EC-NOTIFIED REGIONAL QUALITY SCHEMES AND REGIONAL BRANDS

***Raul Perez Iratxeta***

*Director of Quality and Food Industries, Euskadi*

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# UPDATE ON PROMOTION POLICY AND 2024 ANNUAL WORK PROGRAMME

*Francesca Alampi*

*AREPO Policy officer*



# UPDATE ON EU PROMOTION POLICY

- The legislative proposal on the **revision of EU Promotion Policy** was supposed to be published in **June 2022** -> **NOT PUBLISHED**

## Annual Work Programme 2024

**AWP 2024, adopted on 17 November 2023, will have a total budget of € 185.9 million (same as in 2023):**

- **€ 92 million for simple programmes** (+ 3 mln than in 2023);
- **€ 84.4 million for multi programmes** (- 3 mln than in 2023);
- **€ 9.5 million for Commission's own initiatives** (same as in 2023).

Calls for proposals will be opened **until 14 May 2024**.

## Annual Work Programme 2025 - Main inputs from AREPO:

- To maintain as much as possible a **budget fit to respond to the ongoing challenges;**
- **To allocate the budget available where most demanded to simple programmes;**
- To **restore a sizeable budget dedicated to promotion of EU quality schemes** or at least safeguards the current allocated budget;
- To **avoid any discrimination against specific products or sectors;**
- To specifically include EU Optional Quality Term (OQT) “mountain product” as an eligible scheme for action under EU Promotion policy.

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# UPDATE ON THE FUTURE OF THE CAP

***Francesca Alampi***

*AREPO Policy officer*

# UPDATE ON THE FUTURE OF THE CAP

## Technical Workshops

1. **Why:** To identify challenges and to assess needs in agriculture with a view to future policy developments
2. **When:**
  - Resilience: Workshop 11<sup>th</sup> December 2023
  - Food Security: Workshop 5<sup>th</sup> February 2024 (tbc)
  - Sustainability: Workshop 15/16 February 2024
  - Solidarity and Rural Areas: Workshop 11/12 March 2024
  - Governance and performance: 12 April 2024
2. **Where:** BXL, hybrid format.
3. **Who:** MS experts + CAP CDG members

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# UPDATE ON EU PROJECTS

***Giulia Scaglioni***

*AREPO Policy officer*



# Interreg Sudoe



**AGROSMART**  
*global*

European Regional Development Fund

## AGROSMARTglobal (ended in March 2023)

Interreg Sudoe 2014-2020 programme

**Giulia SCAGLIONI**

1<sup>st</sup> AREPO General Assembly of 2024

April 10<sup>th</sup>, 2024, Brussels







# EU dissemination event



## 5<sup>th</sup> AREPO European event for the promotion of quality and origin products!

The event was organised on **March 30, 2023**, in **Brussels**, at the representation office of Hessen, Emilia-Romagna and Nouvelle-Aquitaine, and will be divided as follows:





# AREPO practical guide

To better protect GIs on the Internet



## The protection of GIs on the Internet, why a practical guide?

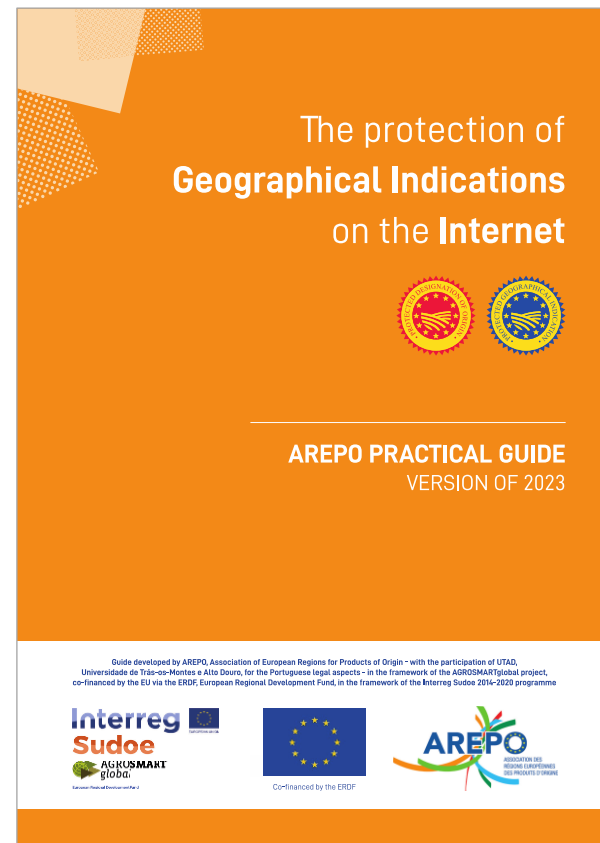
AREPO, the Association of European Regions for Products of Origin, has identified the **need for clear and concrete information on how to protect GIs on the Internet** and has decided to draw up a **practical guide** for **GI producer groups and their members** in the framework of the Interreg Sudoe project **AGROSMARTglobal**, with the aim of :

- Provide **clarified information** on how the Internet works in terms of intellectual property rights;
- Provide **operational tools** and concrete steps to be taken to effectively protect a PDO or PGI from infringement on the Internet.

To carry out its work, AREPO called on intellectual property experts, specialised in French, Spanish and Portuguese regulations, the 3 countries covered by the project.



The guide was officially presented during the AREPO Brussels event





# MOVING project

Horizon 2020 programme

**Giulia SCAGLIONI and Francesca ALAMPI**

1<sup>st</sup> AREPO General Assembly of 2024

April 10<sup>th</sup>, 2024, Brussels



MOVING receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818194. The content of this document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).

# What is new from MOVING?



**MOVING**  
MOUNTAIN VALORISATION THROUGH  
INTERCONNECTEDNESS AND GREEN GROWTH



- **Workshop ‘Unlocking the Power of Mountain Value Chains’** (Inárcs – Hungary, 6-8 November 2023): to foster connections and facilitate knowledge exchange among around 100 mountain representatives spanning 16 countries and 22 diverse mountain ranges.
- **AREPO facilitated two sessions** of the workshop dedicated to Cluster V on **Value and quality products**, focused on addressing common challenges and collaboratively developing shared solutions (find here all MOVING Clusters).

- **MOVING report on cross-case comparison and benchmarking of value chains (VCs) in 23 mountain regions** ([available here](#)). The report analysed their contributions to sustainability and resilience, pinpointing challenges and trade-offs, and proposing solutions.
- AREPO specifically contributed to the section on Value and quality products in Cluster V, focusing on VCs under quality schemes.
- AREPO drafted as well a **Policy Brief summarising the outcomes of Cluster V**, emphasising **key challenges** and elaborating **policy recommendations** to enhance VCs contribution to sustainability and resilience of mountain areas ([available here](#)).



# What is new from MOVING?



**MOVING**  
MOUNTAIN VALORISATION THROUGH  
INTERCONNECTEDNESS AND GREEN GROWTH



- ▷ In collaboration with Euromontana and HCC, AREPO elaborated, **run and analysed a survey on the implementation of the optional quality term (OQT) mountain product**, addressed to regional authorities and producers.
- ▷ The results of the survey will be used to update and expand Euromontana report on OQT's implementation and impact (2020), and will be **presented during the conference at the CoR**.





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## GI SMART (HORIZON EUROPE)

# GIs AND SUSTAINABILITY

## HORIZON EUROPE PROGRAMME

**Call HORIZON-CL6-2023-COMMUNITIES:** *“Investigating the contribution of geographical indications (GIs) to sustainable development and optimising support for newly established schemes”*

### GENERAL OBJECTIVES:

- **Better understanding of the contribution of GIs schemes to sustainable development** and in particular to achieve the objectives of the farm to fork strategy.
- **Sustainability attributes in GI schemes are widely implemented by the producers and recognized and correctly interpreted and understood by consumers.**
- **Better design and implementation of GIs policy to foster their delivery of sustainable agriculture and fishery, healthy and sustainable diets and sustainable food systems.**

### RESEARCH AND INNOVATION ACTION (RIA)

**PROJECT BUDGET:** €3 000 000 maximum founded at 100%



**Our proposal has been selected, GIs mart should start in May 2024 (4y).**

## GISMART - CONSORTIUM

- **Coordination** : **INRAE** - National Research Institute for Agriculture, Food and the Environment (**France**)
- 17 public and private partners from **8 European MS (France, Germany, Greece, Hungary, Italy, Portugal, Spain)**, from UK and Switzerland
  - Academic partners with expertise on GIs (**INRAE, UNIPR, UNIFI, CREDA, UNEW, AUTH, UEVORA, UNI KASSEL**)
  - EU and international networks representing GI stakeholders from food and wine (AREPO, oriGIn, EFOW, Euromontana)
  - Local and regional policy makers (AREPO & Euromontana)
  - EU consumer association (SAFE food advocacy)
  - Consulting SMEs (AgroSense and AND-I)
  - International organisations (oriGIn and OfS)
- **Several members of our Scientific Council: Prof. Giovanni Belletti (UNIFI); Prof. Filippo Arfini (UNIPR); Prof. Mattas Kostas (AUTH).**
- **Several partners of Strength2food project**

# GISMART

## OBJECTIVES & KEY RESULTS

SPECIFIC OBJECTIVES	KEY RESULTS
O1: Develop a sound <b>state-of the art</b> in research on <b>GIs sustainability and their new challenges</b>	<ul style="list-style-type: none"><li>• <b>Synthesis of the state of the art</b> on GI sustainability &amp; analytical framework.</li></ul>
O2: <b>Build a <u>reproducible and comprehensive</u> quantitative assessment method of sustainable GIs</b> (4 dimensions: environmental, social, economic, governance)	<ul style="list-style-type: none"><li>• Comparative survey of <b>sustainability self-assessment methods</b> of the &gt; 3000 GIs;</li><li>• <b>Quantitative database</b> of sustainable GI key performance <b>indicators</b> for selected case studies.</li></ul>
O3: Understand the trade-off at stake for more sustainable GIs, by <b>identifying and mapping good practices and better valorising</b> sustainable GIs outcome	<ul style="list-style-type: none"><li>• <b>Clustering</b> of the main groups of GIs agri-food systems across EU;</li><li>• <b>Library of GIs sustainability</b> practices;</li><li>• <b>Set of transition pathways</b> for GIs stakeholders.</li></ul>

# GISMART

## OBJECTIVES & KEY RESULTS

SPECIFIC OBJECTIVES	KEY RESULTS
O4: <b>Explore and benchmark the approaches/policy followed by the different Member States</b>	<ul style="list-style-type: none"><li>• Cross-country <b>comparative mapping of GIs institutional ecosystems</b> (at EU, national, regional and local level);</li><li>• Analysis of <b>regulatory, economic and legal challenges</b> in current regulations towards a better integration of sustainability;</li><li>• <b>Analysis and comparison of public policies</b> (EU, national, regional) in fostering GIs sustainability</li></ul>
O5: Analyse and improve understanding of GI sustainable deliverable by <b>local and global consumers</b>	<ul style="list-style-type: none"><li>• <b>Strategic guide fo improved marketing of GIs</b></li></ul>



# GISMART

## OBJECTIVES & KEY RESULTS

SPECIFIC OBJECTIVES	KEY RESULTS
O6: <b>Formulate policy recommendations</b> for policy makers and good practices for policy makers and producers groups	<ul style="list-style-type: none"><li>• Set of <b>policy recommendations</b></li><li>• <b>3 strategic guides to support:</b><ol style="list-style-type: none"><li>1. <i>Producers groups to better address <b>sustainability</b> issues</i></li><li>2. <i>Policymakers in building and managing <b>effective GI institutional ecosystems</b> and aligned policies</i></li><li>3. <i>GI producers groups and other relevant stakeholders to improve their <b>marketing</b></i></li></ol></li></ul>
O7: <b>Communicate, disseminate and exploit</b> project results, run participatory dialogue with <b>stakeholders</b>	<ul style="list-style-type: none"><li>• <b>GISmart community platform</b></li></ul>

# GISMART – THE ROLE OF AREPO (1)

✍ Full partner with a total budget of **220.000€ IN 4 YEARS**

## **AREPO WILL CONTRIBUTE TO:**

- Defining **Sustainable GI-key performance indicators**;
- Developing the methodology for **mapping practices of GIs sustainable deliverables**;
- Mapping & comparative analysis of **national GIs institutional ecosystems** across the EU;
- Identifying and analysing key aspects of EU and **national policies impacting GIs development and sustainability across the EU**;
- Collecting data for a **rapid appraisal assessment** of sustainability of all EU GIs;
- Assessment, development and implementation of **policy recommendations** to improve GIs sustainability and support new GIs;

## GISMART – THE ROLE OF AREPO (2)

- **Development of strategic guides for practitioners and policy makers:**

1. **Guide for GIs producer groups, collecting the most effective sustainability practices and pathways**, aiming at improving the contribution of GIs to economic, environmental, and social sustainability supporting producers in
  - Good design and adaptation of collective rules and actions;
  - Integration of GIs with other schemes;
  - Assessment of their sustainability performance;
2. **Guide for policy makers** aiming at creating a policy environment to support GI stakeholder in proving sustainability (from local, **regional**, national to EU level);
3. **Guide for improved marketing of GIs** for producer groups and other relevant stakeholders, composed of:
  - Insight on enhancing GI-consumer relationship;
  - Effective communication template;
  - Mini case studies showing how to overcome common marketing/consumers engagement problems
  - Detail strategies to increase consumers willingness to pay for GI products

## GISMART – THE ROLE OF AREPO (3)

AREPO IS WORK PACKAGE LEADER FOR COMMUNICATION, DISSEMINATION, EXPLOITATION AND STAKEHOLDER ENGAGEMENT – in collaboration with Euromontana

- **Stakeholder engagement:** creation of a multi-actor platform at national and EU level including producers, consumers, control bodies, **regional** and national **authorities**

thank to this platform we will be able to engage in the project our member regions & producers

# GISMART COMMUNITY PLATFORM (1)

**AREPO WILL SET UP A EU WIDE MULTI-ACTOR PLATFORM TO ENGAGE STAKEHOLDERS IN A PARTICIPATORY DIALOGUE AND INVOLVE THEM IN CO-CREATION AND VALIDATION OF RESEARCH RESULTS**

Open multi-actor platform (MAP) structured on 2 levels:

- 1. At least 7 national MAPs (France, Germany, Greece, Italy, Spain, Portugal + UK):** coordinated by project partners with AREPO support to identify stakeholders;
- 2. One EU MAP coordinated and animated by AREPO.**

👉 **Members of national MAPs can also participate in the EU MAP.**

## GISMART COMMUNITY PLATFORM (2)

### OBJECTIVES OF GISMART COMMUNITY PLATFORM:

1. **Create knowledge exchange** between different stakeholders across the EU;
2. **Collecting feedback and input** on project activities, namely:
  - Validation of conceptual and **analytical framework**;
  - Feedback on definition of **methodology**;
  - Discussion of the **results** of research;
  - Validation of **policy recommendation**;
3. **Disseminate** project results and strategic guidelines.



## GISMART COMMUNITY PLATFORM (3)

AREPO will develop a platform working plan:

- At least **one online meeting per year**;
- **Face-to-face interaction and participatory workshops** during project meetings, AREPO and Euromontana GAs and conferences, ODT Forum (OfS) and GI SMART final conference;
- **3 webinars for regional authorities** to share findings of the project;
- **2 online trainings for GI producers** on
  1. the use of Gis smart sustainability self-assessment toolkit;
  2. How to improve marketing for GIs enhancing GI-consumer relationships;
- **Final policy conference organised back-to-back with AREPO EU promotional event on origin and quality products (end 2027).**

# GISMART COMMUNITY PLATFORM (4)

## KEY STAKEHOLDERS IDENTIFIED:

### NATIONAL MAPS

- **National and regional authorities** dealing with GIs;
- **National and regional quality and promotion agencies;**
- **GI producer** groups and associations;
- **Control bodies;**
- **Consumer organisations**
- **EIP operational groups**

### EU MAP

- **EU producer organisations;**
- **EU networks of regions;**
- **Policy makers;**
- **Policy designer & implementers;**
- **Agricultural and rural networks;**
- **Other relevant EU and international organisations.**

## HOW CAN YOU CONTRIBUTE?

👉 **IN THIS FIRST STAGE, YOU CAN HELP US MAPPING:**

- **Regional events (conferences, food fairs, cultural and science festivals etc...)** where we could disseminate project results reaching relevant stakeholders & general public
- **Regional stakeholders (producers, certification bodies)** who could be interested in following the project activities and results
- **Projects & initiatives at Regional level** dealing with the same topics