

# Understanding GI SMART

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**GI SMART** is a 4-years (2024-2028) research and innovation project financed under Horizon Europe programme. [The project started in June 2024.](#)

**GI SMART main objective** is to assess and strengthen the contribution of Geographical Indications to the EU “Farm to Fork” strategy for sustainable food systems in Europe by providing :

1. **Better understanding GI contribution to sustainable development;**
2. **Improving implementation of GIs sustainability attributes by producers;**
3. **Improving the perception of GIs sustainability attributes** by consumers, local communities and society at large;
4. **Better and smart design and implementation of GIs policy** to foster their delivery of sustainable agriculture and fishery, healthy and sustainable diets and sustainable food systems.



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

Research and Innovation Action (RIA) **founded at 100%**

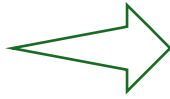
GI SMART has a total budget of **3 430 061€**

- ❖ 2 554 531.70€ funded by the European Union
- ❖ 299 487.86€ funded by UKRI
- ❖ 576 043€ funded by SERI

»» AREPO maximum grant amount for the 4 years is 224 187.50€



# GI SMART | The consortium



INRAE is the project coordinator





- **Economic Impact:** EU GI products represent **€75 billion in sales** (2017), making up 6.8% of the EU Food and Drink sector & GI **exports** to non-EU countries valued at €17 billion.
- **Societal Benefits:** GIs are often associated with the production of **public goods**, such as conservation of **biodiversity**, contribution to **animal welfare**, protection of **cultural heritage**, **socio-cultural and rural development**, in particular in mountainous and remote regions, where the farming sector accounts for a significant part of the economy and production costs are high.
- Nevertheless **GIs can appear being challenged by schemes with stronger sustainability components**, such as organics and private environmental and nutritional label.
- Furthermore, new EU regulation 2024/1143 on GIs introduces a **list of sustainable practices** (art. 7) as well as the possibility for a producer group to adopt a **sustainability report**.



**Obtaining the recognition of GIs specific sustainable outcomes has become a crucial strategic issue: it is extremely important to assure the right support to producers in finding solutions that ensure both product quality and sustainability.**

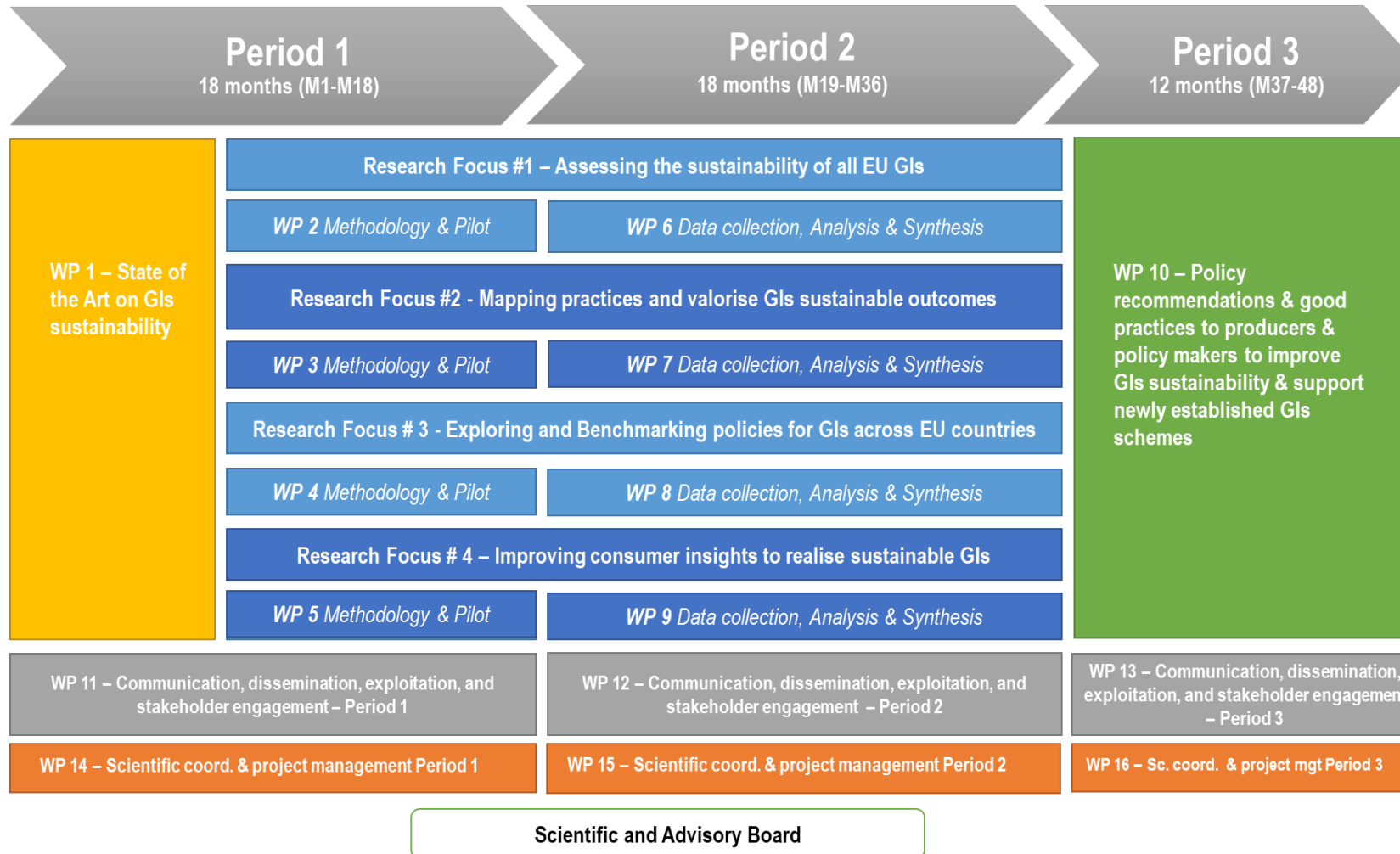




1. Develop a **sound state of the art on GIs sustainability** and their new challenges.
2. Build a **reproducible and comprehensive quantitative assessment method** of sustainable GIs agrifood systems.
3. **Identify and mapping good practices for sustainable GIs** and better value GIs sustainable outcomes.
4. **Explore and benchmark policies** for sustainable GIs across EU countries.
5. **Analyse and improve the understanding by local and global GIs consumers of the sustainable deliverables**, and in comparison with growing environmental and nutrition labels.
6. **Formulate policy recommendations for policy makers and good practices** to be adopted and developed by policy makers and GIs producers groups.
7. Communicate, disseminate & exploit project results, run **participatory dialogue with stakeholders**.



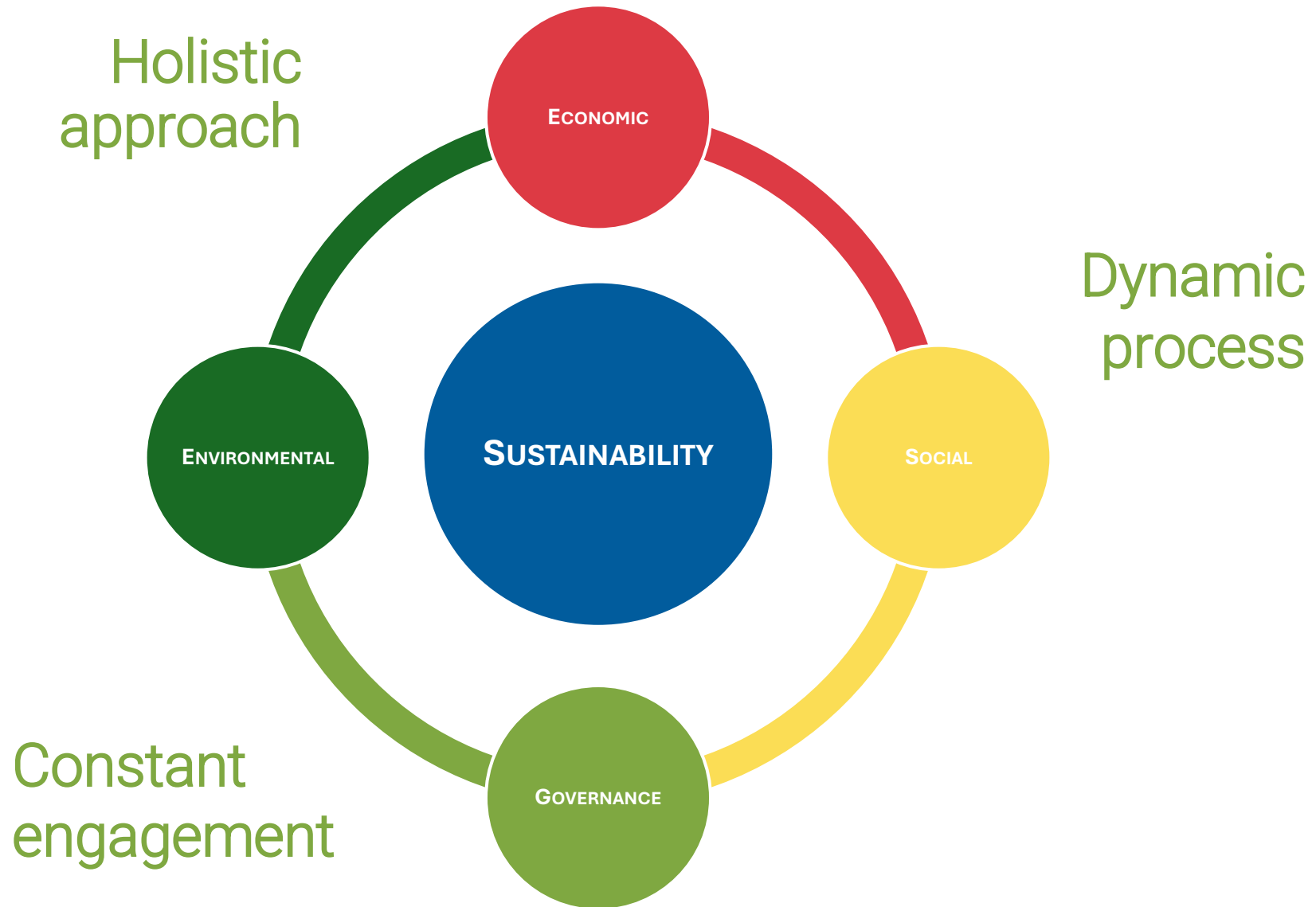
# GI SMART | Project outline





- **State of the art** and Analytical framework on GIs sustainability
- Comprehensive and quantitative **sustainability assessment of all GIs**
- **Mapping practices** and valorize GIs sustainable outcomes
- **Exploring and benchmarking policies** for sustainable GIs across EU countries
- **Consumer insights** to realise sustainable GIs
- A set of 3 **Strategic Guides** for
  - **producers groups** on 1) sustainability & 2) improved marketing of GIs
  - **policy makers**
- GI SMART multi-actor **Community Platform**







- **Comprehensive and reproducible method for assessing sustainability** in over 3000 EU GIs agrifood systems.
  - ❖ Utilize SGI-KPIs covering environmental, social, economic, and governance dimensions.
  - ❖ Include variables on natural resource preservation, biodiversity, cultural heritage, landscape management, and health.

- **EU Sustainability Database:** Build a prototype of an EU-wide georeferenced GI sustainability database.
  - ❖ Enable better estimation, measurement, and assessment of GI sustainability.
  - ❖ Facilitate easy updates and use by stakeholders and policymakers



- **Mapping and Transition Pathways:** Propose a mapping of key GI practices across representative agrifood systems.
  - ❖ Identify transition pathways for achieving sustainable outcomes.



➤ **Policy and Regulatory Support:** Exploring and benchmarking policies for sustainable GIs across EU countries GI SMART will help



- ❖ identifying existing differences in GIs regulatory governance at EU, national, regional and local level and their role in supporting sustainability transition of GIs producers groups;
- ❖ overcoming legal and regulatory uncertainties through reflexivity and feedback sessions with stakeholders; and
- ❖ propose solutions proven in a relevant environment at national, regional or local level

➤ **Consumer Awareness and Perception:**

- ❖ better understanding on consumer insight on GIs sustainability and their new challenges.





## 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;



## 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:
  - 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.



☞ 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





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**:
  - ❖ **8 national MAPs (France, Germany, Greece, Italy, Spain, Hungary, UK and Switzerland)**: coordinated by project partners with AREPO support to identify stakeholders;
  - ❖ One **EU MAP** coordinated and animated by AREPO.
  - ❖ Members of national MAPs can also participate in the EU MAP.



## Objectives of GI SMART 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.



## 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**.



## National MAP - What kind of engagement?

Each national MAP will organise three online meetings:

1. To **present the project and discuss the methodology** and the conceptual framework;
2. To **discuss preliminary results** of the 4 RF, to collect inputs and feedback from stakeholders;
3. To **present the final project results** and strategic **guides**.

### Objectives:

- ❖ Engage national stakeholders;
- ❖ Facilitate exchange and discussion about **national specificities**;
- ❖ Collect feedback and input on project activities and disseminate project results;
- ❖ **Motivate stakeholders to participate in the EU MAP.**



## EU MAP - What kind of engagement?

- **Open and flexible platform**, stakeholders can engage on the topic that are most relevant for them.
- At least **one online meeting per year and face-to-face interaction and participatory workshops** during project meetings;
- **A dedicated space in GI SMART website** to keep the Community updated on the project

### Objectives:

- ❖ Knowledge exchange between different GI stakeholder **across the EU**;
- ❖ Collect feedback and input on project activities and disseminating project results;
- ❖ Identify the main focus and interest of the Community and **mobilise stakeholders to join it**;
- ❖ Create a **long-lasting Community** that can continue after the project ends.



Some examples of activities planned for GI stakeholders:

- Online dissemination webinars for regional actors
- Stakeholder workshops (in collaboration with oriGIn and EFOW)
- Online training webinar on how to communicate with policy makers and producers about GIs
- Online trainings for GI producers on
  - ❖ use of the project's sustainability self-assessment toolkit (input from WP6);
  - ❖ how to improve marketing for GIs enhancing GI-consumer relationships (input from WP9 & WP10).

Activities will start in Spring 2025.



If you are interested to participate in GI SMART Community Platform or you want more information, don't hesitate to contact AREPO at [policyofficer@arepoquality.eu](mailto:policyofficer@arepoquality.eu)



# End of the presentation

**Thank you for your attention**



**Funded by  
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