

A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, flowing, curved lines in green, orange, blue, and red, creating a dynamic, abstract pattern.

AREPO Executive Board Meeting

2 April 2025

Agenda

Representation activities on behalf of the Association & initiatives or strategic proposals for the Committee's mandate

Update on the state of the 2024 accounts and previsions for 2025

Next GA and event in June 2025

Planning of the second GA in 2025 in Catalunya

AREPO European promotion event in 2026

Agenda

EU Policies

UPDATE
ON
AREPO
ACTIVITIES
AND
ACTIONS

Representation of the Association at European and international events

Technical groups (regional public quality systems)

Horizon Europe project GI SMART

AOB

AREPO membership



**REGIONE AUTÒNOMA
DE SARDIGNA
REGIONE AUTONOMA
DELLA SARDEGNA**

New full member.
Sardegna joined in December 2024.

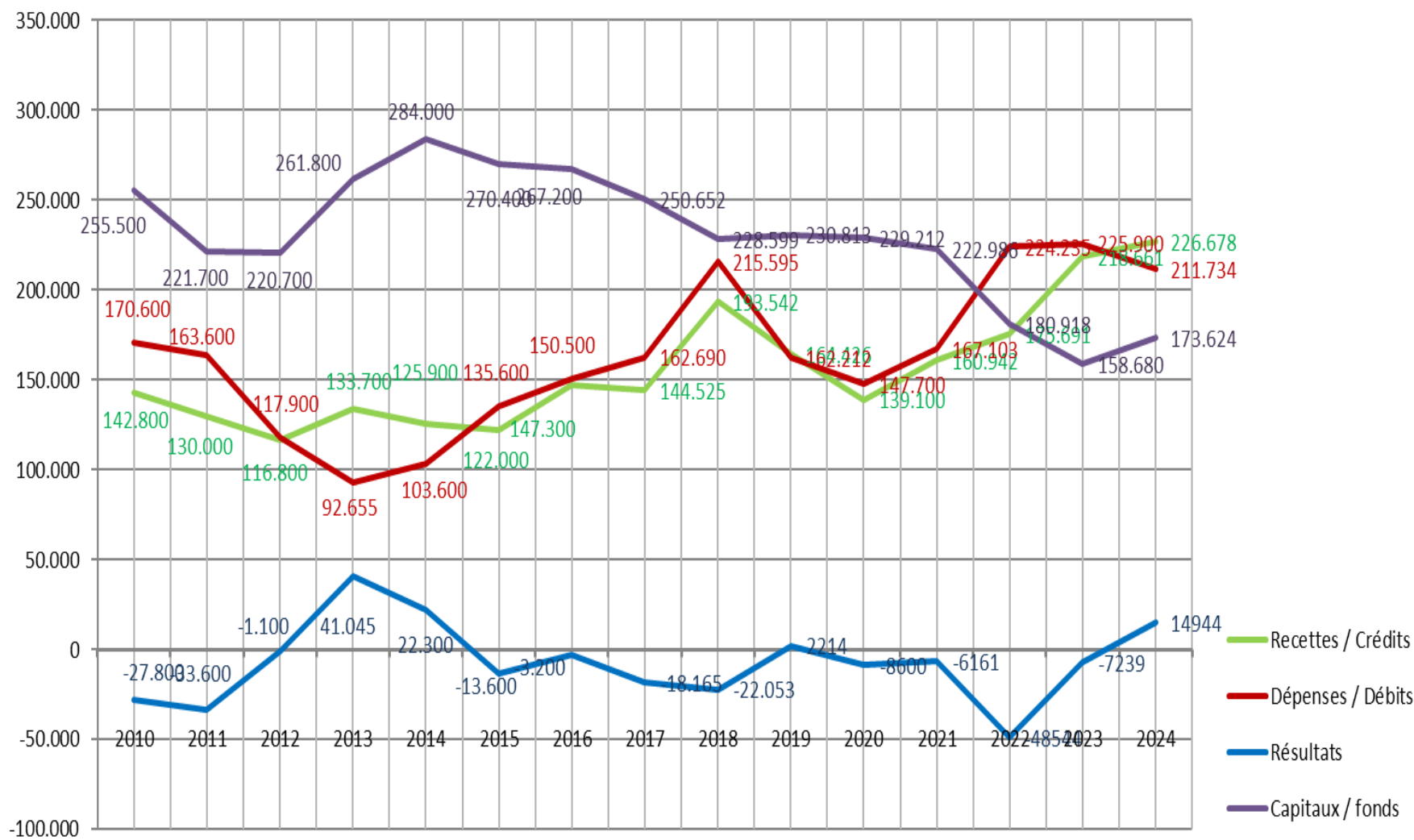
ecovalia

New associate member.
Ecovalia joined in January 2025.

Update on the state of the 2024 accounts & Previsions for 2025

	2020	2021	2022	2023	2024	2025	
Dépenses par poste	€ TTC	€ TTC	€ TTC	€ TTC	€ TTC	€ TTC	Remarques 2023 2024
Contrat Giulia et Francesca : salaires, charges, logement, TR, Mutuelle...	73700	69.994	88.824	104.822	112.293	116.300	2024 : 2ème année à 1,5 ETP à Bruxelles / 2025 augmentation 220e FA et 70e GS
Stage	2900	0	0	0	0	0	
Consulting	38400	36.537	37.514	37290	30.797	34.920	Baisse en 2024, remonte en 2025 mais en dessous de 2023
Avion, train, hôtels, restauration, km pour SG et team Bruxelles	3700	8.206	16.074	8.134	9.312	8.000	
Avion, train, hôtels, restauration, km pour membres	5000	4.511	8.651	5.419	4.120	4.000	
2 Réunions plénières dont interprètes, traiteur, bus...	12600	31.121	52.221	51.218	42.174	54.100	2025 : 2 AG (Bruxelles et Barcelone) + lancement GI SMART
Tél., internet, fournitures, publicité, publications, locations...	3900	6.589	5.957	5.704	4.232	6.000	2023 : Solde nouveau site Internet 3 000e
Commissaire aux comptes, comptable, assurances, contrôleurs, Partena	6600	4.207	5.870	12.240	8.431	6.000	2023 et 2024, frais de contrôle des projets UE
Autres charges de gestion courantes	800	5.674	1.185	763	0	1.000	
Frais bancaires	100	144	161	310	375	300	
Charges exceptionnelles	0	120	7778	0	0	0	
Total	147700	167.103	224.235	225.900	211734	230.620	
COVID							
	Réalisé 2020	Réalisé 2021	Réalisé 2022	Réalisé 2023	Réalisé 2024	Prévu 2024	
Ressources		€ TTC	€ TTC	€ TTC	€ TTC	€ TTC	Remarques 2023 2024
Cotisations des Régions membres 4500 €/an	130500	135.000	135.000	135.000	187.000	180.000	Cotisation à 6 000e
Revenus des produits financiers	3700	1.069	1.246	2.866	2.386	2.400	
Projet Agrosmart Global --> GI Smart	4440	24.094	29.937	69.891	36972	0	Fini
Projet Mooving							Fini
GI SMART						48.220	Subvention déjà reçues mais non prise en compte en 2024 car actions à partir de 2025
Autres produits de gestion courante (cotisations sociales...)	0	687	0	554	320	0	
Produits exceptionnels	0	93	0	10.350		0	
Autres produits dont Com UE et autres remboursements	460	0	9.508			0	
Total	139100	160.942	175.691	218.661	226.678	230.620	
Résultat		-6.161	-48.544	-7.239	14944	0	
Capital disponible (total fonds propres)	220.623	214.462	165.918	158.680	173.624	173.624	
Parts sociales Banques Crédit agricole			15.000	15.000	15.855	15.855	

Update on the state of the 2024 accounts & Previsions for 2025



AREPO GENERAL ASSEMBLY IN BRUSSELS – PROGRAMME

**Individual arrival on the 24 June*

WEDNESDAY, 25 June 2025

9.00 – 9.30 Welcome coffee

09:30 – 10:30 Statutory part:

- Welcome by AREPO President
- Presentation of the agenda for the GA, Secretary General of AREPO
- Annual report of the Presidency (*It resumes AREPO Activities for 2024 as presented in the Activity Report 2024 that will be shared in advance. It will also introduce the activities realised in the first months of the new Presidency*) *The Assembly will be asked to vote on this*
- Intervention by AREPO Vice-Presidency
- Presentation and vote on the state of the accounts 2024 and provisional accounts 2025, Treasurer of AREPO + Secretary General of AREPO *Financial accounts for 2024 and provisional accounts 2025 will be presented to and voted by the General Assembly*
- Reminder on the contribution 2025 (*The 2025 membership fee was approved by the General Assembly in October 2024*)

AREPO GENERAL ASSEMBLY IN BRUSSELS – PROGRAMME

WEDNESDAY, 25 June 2025

10:30 – 12:00 Thematic part:

- Update on activities of the new CAP network by the representatives of AREPO in the thematic groups of the CAP network
- Update on the Vision for Agriculture and Food
- Update on GI SMART

SAVE THE DATE

Geographical Indications Conference 25-26 June 2025, Brussels

*Producer's Vision on the EU GI Action Plan
&
Launch of the GI SMART community platform*



European Federation
of Origin Wines **EFOW**

oriGIn EU 
Organization for an european
Geographical Indications Network



**Co-funded by
the European Union**

The GI SMART project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136364. The work developed under this project is also funded by the Swiss State Secretariat for Education, Research and Innovation (SERI) and the UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee scheme.



CONFERENCE ON GEOGRAPHICAL INDICATIONS, 25 - 26 JUNE

DAY 1 | 25 June 2025

14:00 | Registration and welcome coffee

14:30 | Opening session

Keynote Address: Commissioner Christophe Hansen

Speakers: Ministers of Agriculture from co-hosting European regions (TBC)

Polish Presidency of the Council of the European Union (TBC)

15:30 | Launch of GI SMART Community Platform

16:00 | Panel 1: Why choose the GI path?

17:30 | Panel 2: Challenges arising from the GI Regulation

18:30 | Cocktail with tasting of GI products

Inauguration of the cocktail by the European Parliament Wine, Quality food and Spirits intergroup chairs and vice-chairs (TBC)

CONFERENCE ON GEOGRAPHICAL INDICATIONS, 25 - 26 JUNE

DAY 2 | 26 June 2025

09:30 | Introduction

Wrap-up of the first day discussion and introduction of the second day (AREPO)

09:45 | Panel 3: Economic challenges – building a competitive environment for GIs

11:00 | Coffee break

11:30 | Panel 4: Social challenges – GIs and the rural fabric

13:00 | Lunch

14:30 | Panel 5: Environmental challenges – promoting biodiversity and natural habitats

16:00 | Concluding remarks by the presidents of AREPO, EFOW and oriGIn EU

CONFERENCE ON GEOGRAPHICAL INDICATIONS, 25 - 26 JUNE

- ✓ Invitations to VIPs
- ✓ Structure of the programme and name of panelists:
 - Producers from 14 EU countries (10 wines; 10 food; 1 spirit)
- ✓ Invitations to participants + Registrations + provisional agenda 31/03
- ✓ Catering
- ✓ Interpretation service
- ✓ Securitas
- ✓ Cleaning service

Estimated budget: **37.746,57**

Total amount to be split among the three organisations.

Quotes for interpretation, security and cleaning also includes costs related to the organization of the General Assembly, due to the fact that we asked for a single quote for an **all-day long service**.

2ND AREPO GENERAL ASSEMBLY – OCTOBER 2025

In Catalunya (very likely to be Barcelona), 21-23 October 2025

- **21 October:** individual arrival of participants and official dinner
- **22 October:** AREPO General Assembly (whole day) at Palau de Pedralbes (Barcelona) + other activities?
- **23 October:** technical visits in Reus/Tarragona (1h30 from Barcelona and approximately 1h from the airport) in the morning -> participants can book their flight back home in the afternoon of 23 October.

Possible visits at Avellana de Reus DOP, mill producing Siurana PDO olive oil + tasting with Pa de Pagès Català PGI

AREPO PROMOTIONAL EVENT IN BRUSSELS – SPRING 2026

Possible dates: **March/April 2026** (*see EP calendar – Commission week in BXL*)

Organised and partly financed by **GI SMART project** (Horizon Europe):

- **Conference** presenting among other the first results of the project + GI Action Plan
- **Tasting** of regional products in the evening

»» In September 2025, we will start contacting our Member Regions in order to collect the adhesions to the event and coordinate their participation.

! Due to the increasing number of participants in the last editions, the premises of the building where AREPO is hosted might not be sufficient to host the event.

In summer we will start looking for further venues just to have multiple options for the organisation.

UPDATE ON EU POLICIES

VISION ON THE FUTURE OF AGRICULTURE AND FOOD

- **Priority initiative for the first 100 days** of this Commission's mandate;
- It sets out a **vision for Europe's agri-food system for 2040 and beyond to secure its long-term competitiveness, attractiveness and sustainability**. The document provides for broad guidelines and ambitions without specifying how they will be implemented;
- A new way of working based on **trust and dialogue across the agri-food system**, both in the EU and globally. The Commission aims to deepen engagement with farmers, food chain operators, and civil society at local and regional levels.

Four priority areas

ATTRACTIVENESS

COMPETITIVENESS

FUTURE-PROOFING

CONNECTION

1. **Attractiveness** - Making farming a viable and appealing career
2. **Competitiveness** - Strengthening the sector's position in global markets
3. **Future-proofing** - Embracing innovation and sustainability for long-term resilience
4. **Connection** - Valuing food and fostering fair living and working conditions in rural areas (right to stay)

UPDATE ON EU POLICIES

VISION ON THE FUTURE OF AGRICULTURE AND FOOD

CONNECTION

Strategic priority: Valuing food and fostering fair living and working conditions in rural areas (right to stay)

Action: Promoting further uptake of geographical indications

This reaffirms the recognition of GIs as key tools for rural development, as previously highlighted by their inclusion in the long-term vision for rural areas during the last legislature and by the priority given to the revision of the system.

The spotlight on the sector remains strong, and this inclusion in the Vision for Agricultural and Food officially paves the way for the possibility of developing a EU Action Plan for GIs.

UPDATE ON EU POLICIES

VISION ON THE FUTURE OF AGRICULTURE AND FOOD

✖ Avoid a siloed approach

Having a specific priority for GIs does not mean that efforts should be focused solely on that aspect.

GIs can contribute to and be integrated into other key actions of the Vision, such as:

- The CAP simplification
 - **On-farm Sustainability Compass:** voluntary benchmarking system for on-farm sustainability assessments, developed based on a bottom-up, participatory and 'customer-driven' approach
 - The strategy for **generational renewal** (*Delivering a Generational Renewal Strategy*);
 - The revision of the legal framework on **public procurement**;
 - **EU Promotion Policy** as a strategic priority
- } same set of actions as promoting further uptake of GIs

In this context, the GI Action Plan can serve as a crucial tool to connect these actions and ensure their coherence.

UPDATE ON EU POLICIES

TOWARDS A GI ACTION PLAN

Key Questions:

1. **Why choose the GI path?**
2. **How to build a competitive environment for GIs?**
3. **Uneven distribution of GIs across the EU**

Main objectives:

1. **Promote the benefits of the GI system** to producers, consumers, and regional authorities, emphasizing its role in rural development, cultural preservation, and environmental sustainability.
2. **Facilitate the exchange of best practices among producer groups**, focusing on the governance of GI organizations, strategies for protection and promotion, and the adoption of sustainable production methods.
3. **Enhance public awareness of the GI concept**, to encourage more producers to register their designations and to educate consumers about the diversity and uniqueness of EU quality products.

The success of this plan requires the full engagement of EU institutions, Member States, and stakeholders in developing concrete and effective measures.

REPRESENTATION OF THE ASSOCIATION AT EUROPEAN AND INTERNATIONAL EVENTS

1. **International Conference on Geographical Indications “Safeguarding Heritage, Cultivating Future,”**
28-29 January 2025, at the EUIPO headquarters in Alicante, Spain.
2. **FAO INTERNATIONAL CONFERENCE ON GIs - “Worldwide Perspectives on Geographical Indications: Innovations and Traditions for Sustainability”.**
18-21 February 2025, at FAO headquarters in Rome.

Several AREPO member regions submitted contribution and made presentations during the conference.

Particularly, they contributed to a session dedicated to **the role of regional and local public actors** along the process of protection and valorisation of GIs, exchanging good practices and experiences with experts coming from all over the world.

TECHNICAL GROUPS

1. Regional public quality schemes

- Set up at the end of 2023, chaired by Euskadi and moderated by AREPO.
- First meeting on 8 February 2024.
- This work has been complemented with an **in-depth study of existing regional public quality schemes in AREPO regions**, carried out with the help of a group of students from the Master Food Identity -> **ended in November 2024 and currently still under review by AREPO services.**
- Letters from oriGIn IT and Origen España
- Work on hold & No further meetings so far
- Euskadi asks to keep working on this topic.

2. Proposals for future working groups

- Recognition of producers' groups;
- GIs in food public procurement;
- Measures available for GIs in CAP strategic plans.

GI SMART

GI SMART is a 4-years (June 2024 - May 2028) research and innovation project financed under Horizon Europe programme.

BUDGET:

- **GI SMART** has a total budget of **3 430 061€**
- **AREPO** maximum grant amount for the 4 years is **224 187.50€**
- **Lump sum approach** gives us **flexibility** on allocation of budget
- **Prefinancing: 54 174,91 €** received in October 2024, **remaining 50% in June/July**

Role of AREPO: WP leader for communication, dissemination, exploitation and stakeholder engagement

Main activities realized :

1. Communication, Dissemination, Exploitation and Stakeholder Engagement Plan
2. Kick-off meeting in Paris & exploitation workshop
3. Setting-up GI SMART (launch of Community Platform in June)

GI SMART COMMUNITY PLATFORM

Where are we?

June-October 2024:
Preparatory work

- Working plan in [CDESE Plan](#)
- Survey for AREPO members
- Survey for GI SMART partners

Oct 24-Feb 25: Setting
up the MAPs
(ONGOING)

- Excel table with stakeholders, relevant projects and events
- Registration form for participants (7 languages)
- Collect first contact list

March–April 25: Starting
activities of national
MAPs

- Feb–March: stakeholder outreach
- First online meeting of national MAPs (**April–June**)

June 2025: Launch of EU
MAP in Brussels

- Event in Brussels organised in collaboration with oriGIn EU and EFOW
When? June 25th and 26th, 2025

Milestone
submitted

M15:
First structure of
Community
Platform
By M9 (Feb25)

1. Written working plan ✓
2. Consent form for participants ✓
3. First contact list ✓

GI SMART COMMUNITY PLATFORM

Stakeholder outreach started on February:

→ targeted and personalised email to key stakeholders

Since then, **114 stakeholder registered:**

→ French MAP

→ German MAP

→ Greek MAP

→ Italian MAP

→ Spanish MAP

→ Hungarian MAP

→ UK MAP

→ Swiss MAP

→ EU MAP

NEW: UEVORA will set up and coordinate the Portuguese MAP!