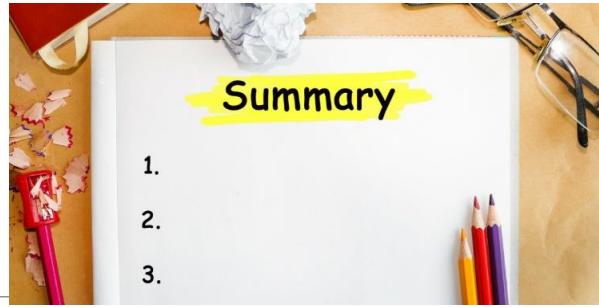


ARISE+IPR webinar

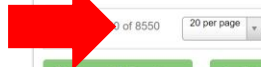
on GIs management and promotion: *oriGIn* role to support GIs associations



oriGIn Unique&United



- I. Global nature of GIs and oriGIn
- II. Key factors of success for GIs
- III. oriGIn support and activities



Background information

For EU GIs spirits, see also spiritsEurope interactive map

Last modification : 2021-01-19 15:12:55

Geographical Indication	Type of Product	Country of Origin	Legal Protection	National/Regional Law	Third countries of protection	Product Information
100% Hawaii Coffee	Food Products / Coffee	US United States	Trademark			@
100% Kauai Coffee	Food Products / Coffee	US United States	Trademark			@
100% Kona Coffee origin	Food Products / Coffee	US United States	Trademark			@
100% Maui Coffee	Food Products / Coffee	US United States	Trademark			@
100% Molokai Coffee	Food Products / Coffee	US United States	Trademark			@
100% Oahu Coffee	Food Products / Coffee	US United States	Trademark			@
25 de mayo	Wines	AR Argentina	Sui Generis			@
3 Riberas	Wines	ES Spain (EU)	Sui Generis			@
9 de julio	Wines	AR Argentina	Sui Generis			@



oriGIn – the global alliance of GIs



oriGIn objectives

- A. Campaign for solid protection of GIs at national, regional and international level
- B. Provide a platform for best practices exchange among GIs association and other relevant actors

Effects of successful GIs

- Increase in products' sales value
- Pride and job opportunities in disadvantaged areas
- Reduction of rural exodus
- Preservation of tradition
- Spill-over effects in other sectors (gastronomy, tourism)

Key factors of success for GIs

- Quality linked to a geographical environment
- Protection & enforcement
- Collective approach
- System of controls
- Sustainability

“Circularity” of success factors



Common features of definitions

- Geographical names used to identify products
- Such products have specific characteristics (quality, reputation, ...)
- Such characteristics are deeply linked to the product's geographical environment
- Factors establishing such link: soil, climate, specific plant varieties or animal races, production methods, human factor,

oriGIn support and activities

- Campaigns at national level to make sure laws incorporate those criteria
- Support in GIs projects (ITC, FAO, ...): identification & recognition of GIs

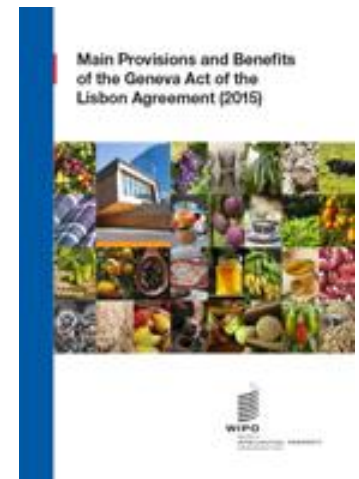
Protection & enforcement

- GIs as IPRs (producers and consumers)
- Producers: Small economic actors
- Reputation, commercial success = infringements
- Risks for consumers



oriGIn campaigns at national, regional and international level

- National laws
- Bilateral and plurilateral agreements covering GIs
- Multilateral level (WIPO Geneva Act of the Lisbon Agreement)



The WIPO Geneva Act of the Lisbon Agreement: The international GIs registry



Geneva Act: Major advantages

- One single application, recognition in all Member States
- Solid protection for GIs and AO
- **Entered into force in February 2020 with the accession of the EU**

Collective approach: Role of associations in GIs recognition, defence and promotion



oriGIn support and activities

- Exchange of best practices (structure, governance and activities of GIs associations)
- Promote cooperation



Role of GIs associations (art. 45.1 of EU Reg. 1151/2012)

A groups is entitled to:

- Contribute to ensuring that the quality, reputation and authenticity of their products are guaranteed on the market by monitoring the use of the name in trade...
- Take action to ensure adequate legal protection of the PDO or PGI...
- Develop information and promotion activities aiming at communicating the value-adding attributes of the product to consumers...

Role of GIs associations (art. 45.1 of EU Reg. 1151/2012)

- Develop activities related to ensuring compliance of a product with its specification...
- Take action to improve the performance of the scheme, including developing economic expertise, carrying out economic analyses, disseminating economic information on the scheme and providing advice to producers
- Take measures to enhance the value of products and, where necessary, take steps to prevent or counter any measures which are, or risk being, detrimental to the image of those products

Controls



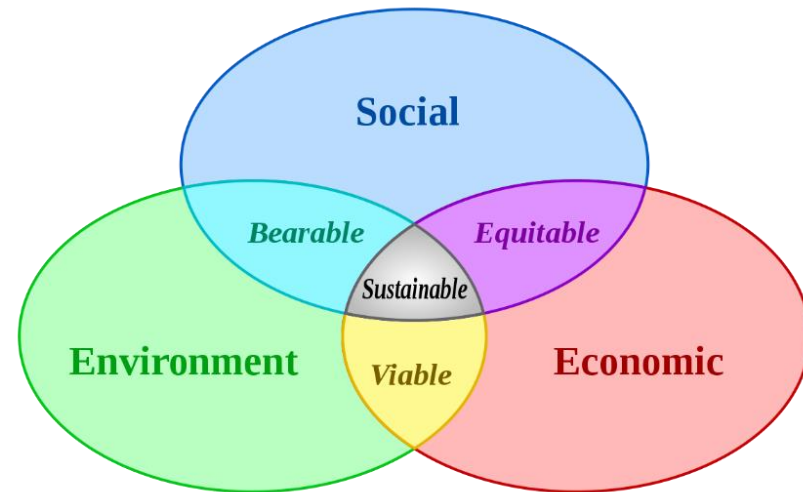
Two types of controls (art. 36 of EU Reg. 1151/2012)

Official controls shall cover:

- (a) verification that a product complies with the corresponding product specification; and
- (b) monitoring of the use of registered names to describe product placed on the market, in conformity with Article 13 for names registered under Title II.

Controls to be carried out: (Art. 36.1 and 36.2): The competent authorities... shall offer adequate guarantees of **objectivity and impartiality**, and shall have at their disposal the **qualified staff and resources** necessary to carry out their functions.

Sustainability



oriGIn cooperation with the FAO

FAO SUSTAINABLE DEVELOPMENT GOALS



Questions



Many thanks for your attention!

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