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ASEAN Region

# The Problem of “Sleeping GIs” – How Unattended GIs Can Have a Negative Effect on Communities

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## INTRODUCTION

Geographical Indication

➤ No effect

### **Sleeping GIs**

No appropriation by local actors  
No collective action  
No development process

➤ Very common situation

Geographical Indication

➤ Negative effects

### **Ineffective, unfair, irrelevant GIs**

Not all the actors perceive the same effects

## CONTENTS OF THE PRESENTATION

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1. The problem of Sleeping GIs
2. Negative effects of GIs
  - 2.1. Negative economic impact : ineffective GIs
  - 2.2. Negative social impact : unfair GIs
  - 2.3. Negative impact on the product : irrelevant GIs

## 1. THE PROBLEM OF SLEEPING GIs

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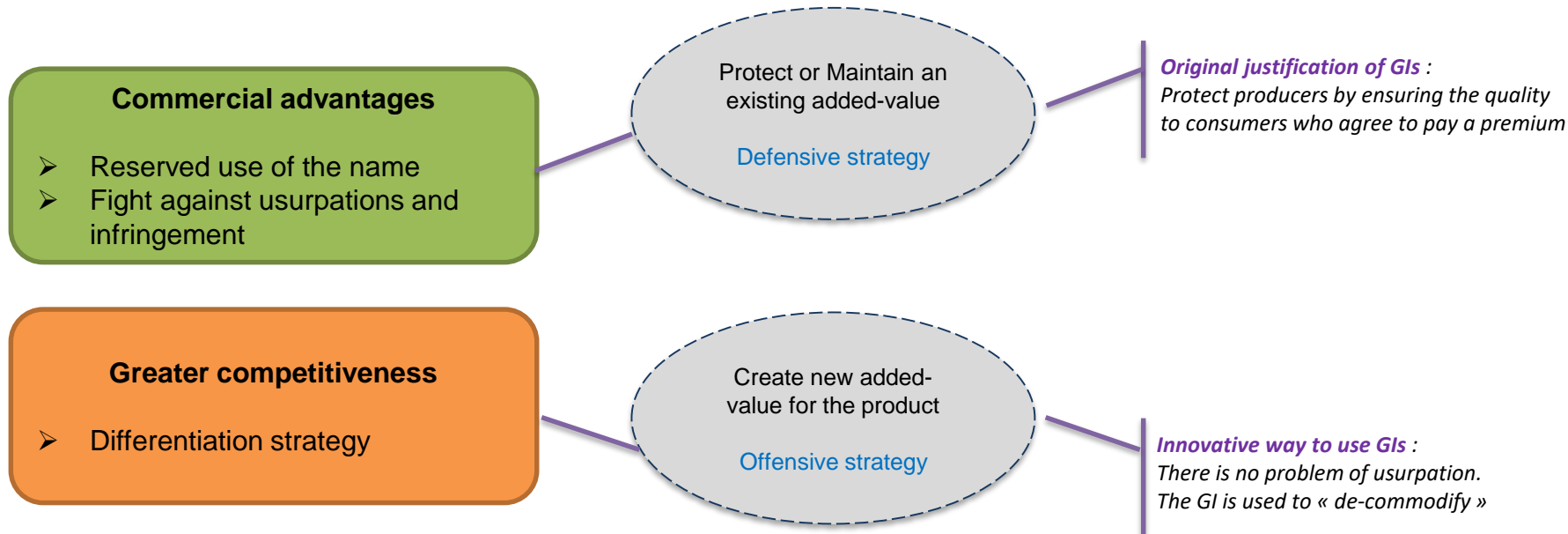
After the GI registration, the local actors do not use the GI

- The registration project remains an administrative action
- Most of the producers (farmers, collectors, processors, sellers) and most of the buyers do not even know that a GI had been registered

How to find incentive to start collective action ?

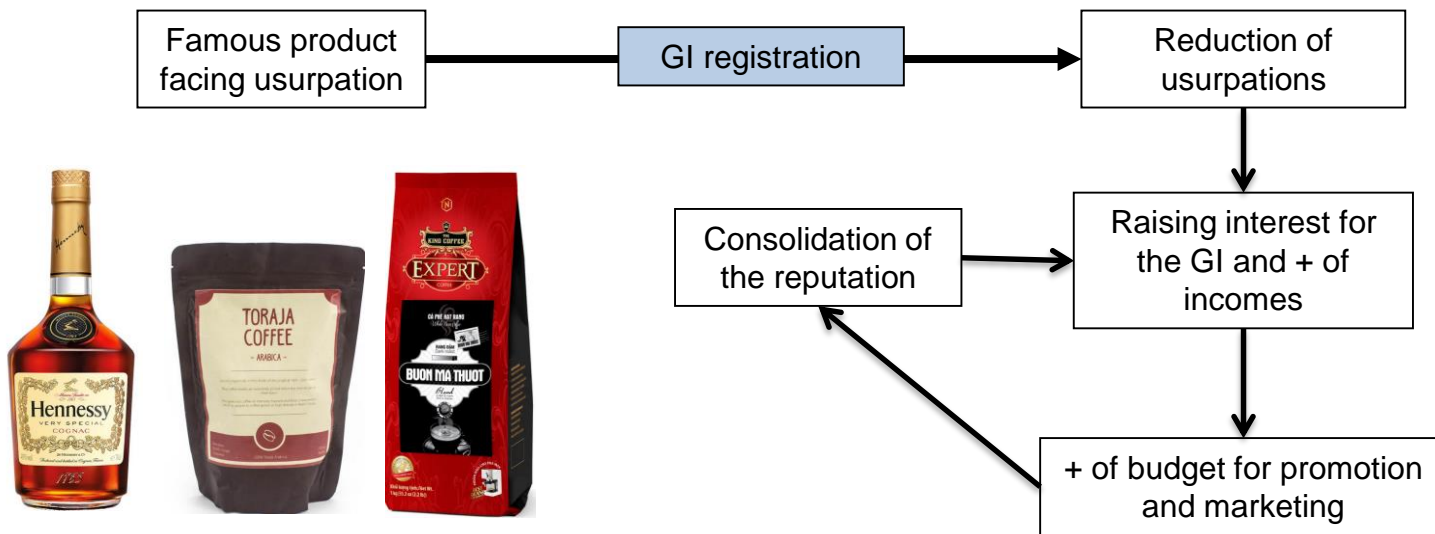
>>> What was the rationale behind the GI registration ?

## 1. THE PROBLEM OF SLEEPING GIs



## 1. THE PROBLEM OF SLEEPING GIs

Context 1 : famous origin-based product facing usurpation > Historical model of GIs

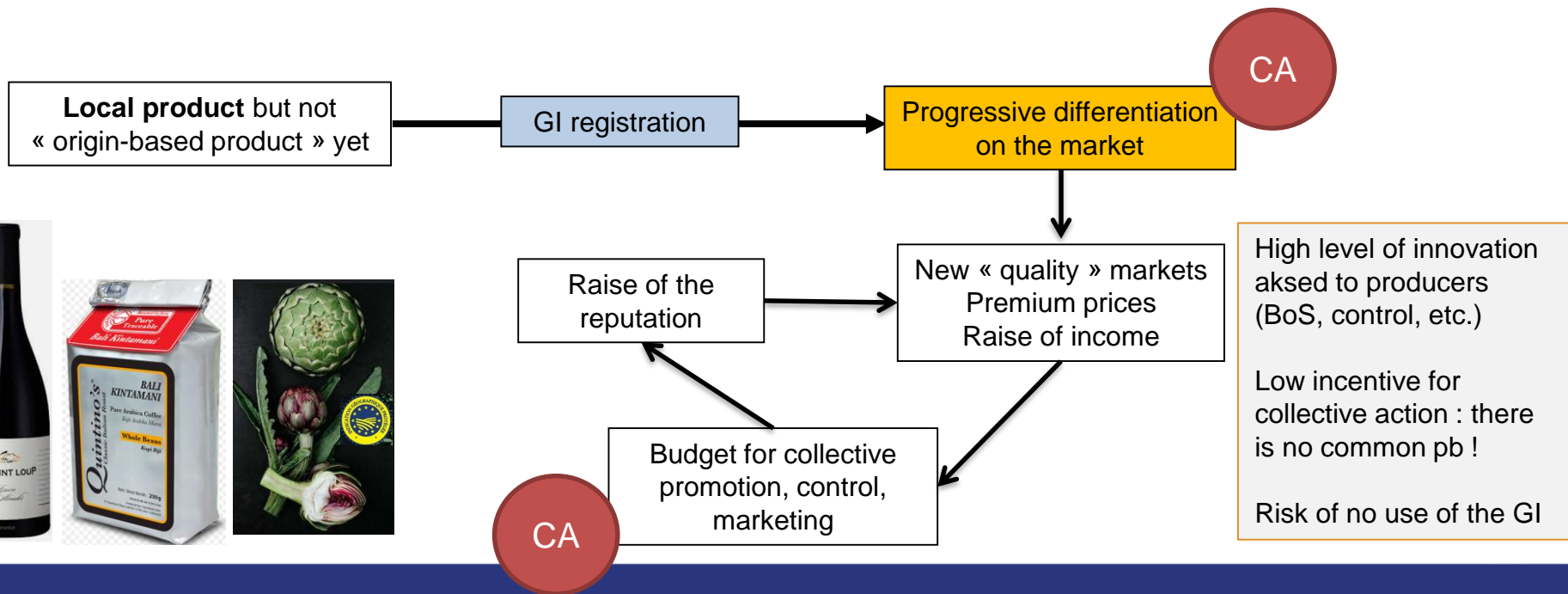


High incentive for collective action

>> common problem understood by all actors = usurpations

## 1. THE PROBLEM OF SLEEPING GIs

Context 2 : local product with moderate reputation ; NO usurpations > Innovative model of GIs



## 1. THE PROBLEM OF SLEEPING GIs

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- Risk factors that induce sleeping GIs
  - Lack of information and investment of producers in the GI registration process
  - No demand for origin-based product on the market
  - No GI managing group : who will coordinate local collective action then ?
  - No budget for the GI managing group
- Challenges at national level
  - Inform domestic consumers about the GIs : what is this label ?
  - Implement a system of control of usurpation



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## 2. NEGATIVE EFFECTS OF GIs

### 2.1. Negative economic impact : ineffective GIs

#### GI aim to increase producers' income

- Raise of production costs due to the implementation of the BoS
- Raise of cost of control/certification
- Subsidies for 2 or 3 years > costs remain for producers

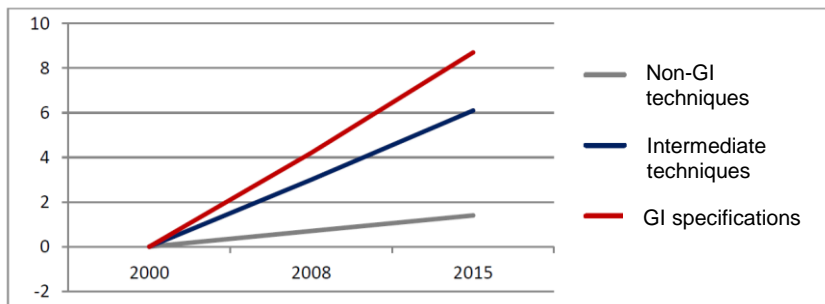


## 2. NEGATIVE EFFECTS OF GIs

### 2.1. Negative economic impact : ineffective GIs

GI aim to increase producers' income

**Profitability /year /ha for Penja Pepper (FCFA)**



#### **Honey from Oku (Cameroon)**

- A high demand for honey as it is produced
- High production costs to comply with the specifications

#### **Pico Duarte Coffee (Dominican Republic)**

- Profitability is questioned : increase in price is uncertain and the increase in costs is high due to restrictive norms

Source : Charbonnier (2015)

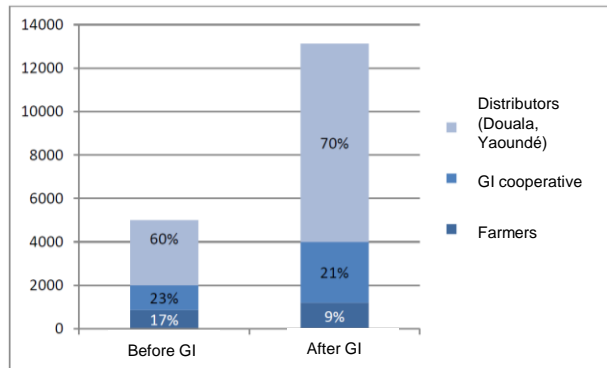
Source : Balineau and Faure (2018) ; Galtier et al (2008)

## 2. NEGATIVE EFFECTS OF GIs

### 2.1. Negative economic impact : ineffective GIs

Unfair distribution of added-value along the value-chain : how much for farmers ?

**Added-value distribution for Honey from Oku (Cameroon)  
Before and After GI**



→ Very difficult to calculate !

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## 2. NEGATIVE EFFECTS OF GIs

### 2.2. Negative social impact : unfair GIs

- Inclusive vs. Exclusive approaches
- Delimitate an area + Implement a BoS > it will *de facto* exclude some producers
- GIs as “club goods” vs. “common resources”
- The questions are :
  - ✓ What are the criteria of inclusion/exclusion ?
  - ✓ Who will be excluded and why ?
  - ✓ What are the social impacts on the local community ?



Risk of appropriation : case of Meo Vac Honey (Viet Nam)

## 2. NEGATIVE EFFECTS OF GIs

### 2.2. Negative social impact : unfair GIs

Mèo Vạc



Source : Durand (2011)



Wild mint + *apis cerana*



Traditional honey in  
H'Mong market



## 2. NEGATIVE EFFECTS OF GIs

### 2.2. Negative social impact : unfair GIs

Established reputation of origin-based product, for medicinal use

Price premium (10x standard honey) + touristic market

2000 : program to increase and “modernize” the production

Source : Durand (2011)



Wooden hives



Extractors

## 2. NEGATIVE EFFECTS OF GIs

### 2.2. Negative social impact : unfair GIs

2008 : GI project initiated by local authorities

Difficult cooperation between local authorities and H'Mong families

2013 : GI registration



GI specifications : The modern « model of honey production »  
No reference to the traditional H'Mong practices.

H'Mong families interviewed in 2011 :

- « not interested in the GI » or
- « feel excluded »

Source : Durand (2011)



GI Honey from Mèo Vạc (certified by the cooperative)

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## 2. NEGATIVE EFFECTS OF GIs

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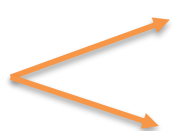
- GI specifications > **standardization of practices**  
“Good Agricultural Practices” vs. Typicity (ex. Coffee sector)
- By authorizing some varieties (and not others), GIs > induce varieties specialization > **reduce the biodiversity**  
Thomas (2011) : GIs in the Red River Delta (Vietnam) reduced the global biodiversity of rices (Nếp Cái Hoa Vàng)
- GIs can create “**museums of production**” : from an origin-based product to “folklore” !

Amed Salt (Bali, Indonesia)



## CONCLUSION

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- Unattended GIs can remain **sleeping GIs** and even have **negative effects** on communities.
- Crucial to anticipate the impact of GI registration and keep in mind the success factors that make a GI an effective tool of rural and community-based development
- Day 2 : 
  - Recommendations for Practitioners**
  - The experience of UE public policies to support/promote GIs**



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Thank you !

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