



# CARIFORUM Intellectual Property Rights and Innovation

Aitor Pomares | April 16, 2024



CARIFORUM



EU-CARIFORUM Regional project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

[www.caripi-hub.com](http://www.caripi-hub.com)

# GIs/Mentorship Programme: Lessons learnt and Future



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# Project overview

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- 10 producers groups from 7 different countries shortlisted
- 3 key areas:
  - Development of GI specifications and Code of Practice for OLP
  - Quality control systems for producers/groups and manual for control bodies
  - Business models, branding, marketing and promotion strategies for OLPs
- 6 groups assigned to each mentorship
- Online and in-person meetings
- Timeframe: 2022 – 2023
- Results sought:
  - Overall: building capacity towards implementation of a quality scheme
  - Tangible: GI / Collective Mark / Code of Practice

# Lessons learnt

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- All selected products showed to have the required link with the geographical origin.
- **Challenges** were in other areas:
  - Level of organization of the producers
  - Feasibility to carry out a process of codification of practices
  - Capacity to implement controls
  - Readiness / Willingness to undergo controls
  - Particularities of domestic legal framework

**Definition  
of objectives**

## What did the producers expect?

Marketing tool to inform consumers as to the specific characteristics of the products / Legal tool to fight against counterfeiting

### Other aspects that should not be disregarded:

- Involvement / Support of domestic authorities: IPO, BoS, sectoral bodies, etc.
- Understanding of IP rights, obligations arising from the implementation of a quality scheme, management of collective rights, etc.
- Practical and realistic information about benefits and limitations of our work

# Future

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- Follow-up, depending on results achieved:
  - Securing registration of IP rights (domestic and abroad)
  - Finalization of materials produced
  - Assistance with management of collective right
  - Actual implementation of controls
- For a successful GI:
  - Get all producers enrolled (disseminate information, trainings to comply with the specifications, self-controls, keeping traceability, etc.)
  - Use in the market (actions with retailers, processors; regulate the use in label, packaging, advertising; etc.)

# Thank you \* Gracias \* Merci \* Bedankt

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