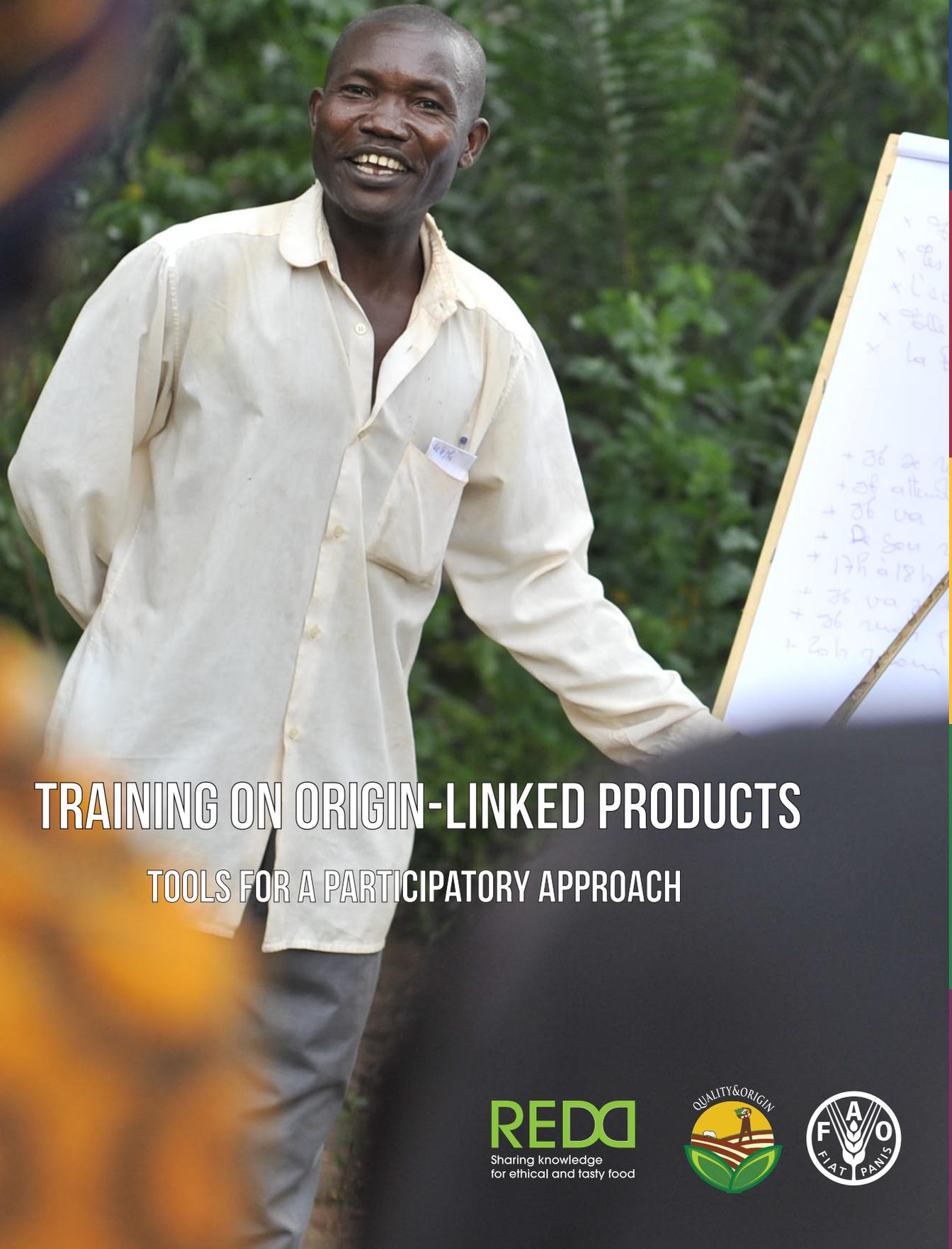


SHEETS TRAINER



TRAINING ON ORIGIN-LINKED PRODUCTS

TOOLS FOR A PARTICIPATORY APPROACH



TRAINER SHEETS

Training on Origin-Linked Products

Tools for a Participatory Approach

This tool has been jointly elaborated by FAO and REDD
“Sharing knowledge for ethical and tasty food”.

The sheets “content” are extracts from the guide
“Linking People, Places and Products”.

Authors and editors:

Peter Damary

Emilie Vandecandelaere

Associated authors and other contributors :

Dominique Barjolle

Corinne Couillerot

Astrid Gerz

Delphine Marie-Vivien

Anna Perret

Florence Tartanac

The designations employed and the presentation of material in this information product do not imply the expression of any opinion whatsoever on the part of the Food and Agriculture Organization of the United Nations (FAO) concerning the legal or development status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. The mention of specific companies or products of manufacturers, whether or not these have been patented, does not imply that these have been endorsed or recommended by FAO in preference to others of a similar nature that are not mentioned.

The views expressed in this information product are those of the author(s) and do not necessarily reflect the views or policies of FAO.

E-ISBN 978-92-5-108040-5 (PDF)

© FAO, 2013

FAO encourages the use, reproduction and dissemination of material in this information product. Except where otherwise indicated, material may be copied, downloaded and printed for private study, research and teaching purposes, or for use in non-commercial products or services, provided that appropriate acknowledgement of FAO as the source and copyright holder is given and that FAO's endorsement of users' views, products or services is not implied in any way.

All requests for translation and adaptation rights, and for resale and other commercial use rights should be made via www.fao.org/contact-us/licence-request or addressed to copyright@fao.org.

FAO information products are available on the FAO website (www.fao.org/publications) and can be purchased through publications-sales@fao.org.

Content

ACKNOWLEDGEMENTS	V
LIST OF ACRONYMS AND ABBREVIATIONS	VI
TRAINER SHEETS	1
T1 - THE ORIGIN-LINKED QUALITY VIRTUOUS CIRCLE	2
T2.A - IDENTIFICATION	4
T2.B - GEOGRAPHICAL INDICATIONS COMPARED WITH OTHER LABELS	6
T3.A - SETTING RULES OF USE FOR GI PRODUCTS	8
T3.B - ESTABLISHMENT A LOCAL GUARANTEE SYSTEM	12
T4.A - REMUNERATION: CREATION OF A COLLECTIVE ORGANIZATION TO MANAGE A GI	16
T4.B - MARKETING OF GI PRODUCTS	18
T5.A - SUSTAINABILITY OF GIS	20
T5.B - EXTENDED TERRITORIAL STRATEGIES TO BOOST RURAL DEVELOPMENT	24
T6.A - PROTECTION OF GIS	26
T6.B - PUBLIC POLICIES FOR GIS	30

Acknowledgements

The present training tool aims at enhancing conception and implementation of training on origin-linked quality and geographical indications, on the basis of the guide “Linking People, Place and Products” developed by FAO and SinerGI network in 2010.

This training handbook has been produced in collaboration with REDD “Sharing knowledge for ethical and tasty food”, an association specializing in training for rural development and products of origin-linked quality. Internet site: <http://redd.pro>

Within FAO, the present training tool is a result of collaboration between the Food Safety and Codex Unit and the Rural Infrastructure and Agro-Industries Division, which support the development of specific quality procedures and value chains in order to contribute to sustainable development.

FAO thanks REDD for its contribution to this training tool, in particular Peter Damary, Dominique Barjolle, Corinne Couillerot, Astrid Gerz, Delphine Marie-Vivien, Anna Perret.

All colleagues from FAO who have contributed to its elaboration are also warmly thanked, in particular Emilie Vandecandelaere and Florence Tartanac. Are also thanked for their valued comments, Carlos da Silva, Eva Galvez Nogales, Larissa D'Aquilio.

FAO thanks the French Ministry of Agriculture, Food, Fisheries, Rural Affairs and Regional Planning for its contribution of funds to the special project on specific quality (2007–2013), which has allowed the development of knowledge and analysis on specific quality, thus making the publication of these training tools possible.



FAO programme on origin-linked quality

Some agricultural and food products are distinguished from one another by certain characteristics, qualities or reputations resulting essentially from their origin (production and/or processing area). These origin-linked quality products can increase food security through their contribution to rural development and the preservation of food diversity, and also by offering consumers a wider choice. Indeed, thanks to the link between such products and their territory or zone of origin, they can help to preserve local resources, maintain traditions, strengthen the organization of local stakeholders and prevent delocalization and the rural exodus. Action to promote such products, particularly through their geographical indication, is relatively recent and is accompanied by requests for support and guidelines. In 2007 FAO therefore launched a programme on specific quality with a view to supporting the development of procedures for the recognition and promotion of origin-linked specific quality, both for institutions and for producers, suited to the specific economic, social and cultural context.

Site Internet: www.foodquality-origin.org



List of acronyms and abbreviations

A4	Standard paper size of 21 x 29.70 cm
A5	Standard paper size of 14.80 x 21 cm
B2B	Business to Business
B2C	Business to Consumer
C	Content sheets
C°	Degrees Centigrade
CD	Compact Disk
CIRAD	Centre de Coopération Internationale en Recherche Agronomique pour le Développement
CNRS	Centre National de la Recherche scientifique (France)
CO2	Carbon dioxide
CoP	Code of Practice
CTA	Technical Centre for Agricultural and Rural Cooperation
E	Exercise sheets
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GAP	Good Agricultural Practice
GI	Geographical Indication
IFOAM	International Federation of Organic Agriculture Movements
INAO	Institut National de l'Origine et de la Qualité (France)
IPR	Intellectual Property Rights
ISO	International Organization for Standardization
ITC	International Trade Centre
NGO	Non-Governmental Organization
OriGIn	Organization for an International Geographical Indications Network
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
REDD	Le Réseau Echanges – Développement Durable
SINER-GI	Strengthening INternational Research on Geographical Indications, an EU research project
SME	Small and Medium Enterprise
T	Trainer sheets
TRIPS WTO	Agreement on Trade Related Aspects of Intellectual Property Rights
UNIDO	United Nations Industrial Development Organization
WIPO	World Intellectual Property Organization
WTO	World Trade Organization

Trainer sheets

Each training module is based on the combination of “trainer” sheet(s) to the related “content” (C) and “exercise” (E) sheets.

This booklet contains the “trainer” sheets which are addressed exclusively to the trainer. It explains how each training module work, with suggestions for presentation of the content, and the participatory activities. They will facilitate the planning of training sessions.

Each sheet for trainers contains:

- links with the related content and exercise sheets;
- the objectives of the session;
- the materials and time required for the module in question;
- a training methodology, divided into a “content” part and a description of the participatory activity proposed;
- the essential points to be transmitted to the participants.

Have a good training preparation!



This module is based on

Content

- C1. The origin-linked quality virtuous circle

Objectives of the session

- to understand the rationale behind the steps in the quality virtuous circle;
- to understand the relationships among the various activities, stakeholders and objects of the system of products of origin-linked quality.

Time required

1h00

Materials required

- a computer
- a projector
- a screen

Methodology

Approach

This small introductory module is intended to present the way origin-linked products can be preserved and promoted, following the pathway of the origin-linked quality virtuous circle as exposed in the Guide “Linking People, Places and Products”.

The origin-linked quality virtuous circle can indeed be used as a methodology with the aim of supporting local stakeholders in their management of activities in the GI system and optimizing its potential for sustainable development.

This virtuous circle represents a cyclical process in which activities can be carried out at the same time. It is therefore important that participants understand this way of representing a situation and especially that they can locate the various moments in their course in the origin-linked quality virtuous circle.

A PowerPoint presentation will explain the virtuous circle, the four activities and the stakeholders, taking 30 to 45 minutes. Ideally, each activity will be illustrated by concrete cases, if possible selected from among those known to the participants.

This presentation should be followed by a discussion with participants.

Observation: no participatory activity is suggested for this module.

Essential points to be highlighted

- Local stakeholders are at the centre of the virtuous circle and of any action to optimize products of origin-linked quality.
- The first stage, identification, is vital to assess the potentials and possibilities to go further with the preservation and promotion process.
- Activities presented in the remuneration and reproduction stages can be initiated and continued during other circle stages.
- Those responsible for public policies have roles to play at each stage in the circle.





©/Garcin and Carral

This module is based on

Content

- C2.1. Links between products, people and places
- C2.2. Collective process and terroir products in a sustainable perspective
- C2.3. Geographical indications, local regulations and protection (see also next sheet T2.B)
- C2.4. Sharing a common vision.

Exercise:

- E2.A. Placing words connected with GIs

Objectives of the session

- to identify the essential links among a GI product, its terroir and the stakeholders;
- to understand the collective character of a GI process;
- to understand the importance of local rules for protection of a name.

Time required

1h30

Materials required

- large sheets of paper
- sets of cards with names (a set for each group)
- adhesive tape or Blu-Tack
- markers

Methodology

Approach

For this module, we propose starting with the participatory activity, which will give a good indication of participants' knowledge at the outset.

Participants' feedback can then be filled out by presenting the content of sheets C2.1 to C2.4.

Participatory activity

Method of placing cards and linking them on a logical diagram.

Divide participants into groups of five or six.

Each group receives a series of cards (A5) with printed words (see sheet E2.A. Placing words). The group then places the cards on a large paperboard or a sheet of brown wrapping paper ("kraft paper") in a logical manner. They can also use markers to group the cards, connecting them with arrows or other signs. The group has 60 minutes to agree on the diagram.

When the 60 minutes are up, each group has 10 minutes to present the results to the plenary session.

Essential points to be highlighted

- Protection of a geographical indication gives an exclusive right to use the name to a collective of legitimate users.
- This protection is justified by the specific qualities of the product linked to its geographical origin (terroir, natural factors and/or know-how) and by the reputation of the product.
- The State establishes rules for obtaining a GI and verifies that these conditions are met.
- The product must be recognized and appreciated by purchasers (consumers).
- The legitimate users are the creators and heirs of the reputation of the product (through their know-how and their access to specific local resources).
- The users must agree on the definition of the product and its rules of production (code of practice) within a community or group.
- These rules must be verifiable and verified (inspections and certification).
- The protection allows the collective of users to invest in the reputation of the product (quality and quality assurance, communication/marketing).
- The market value of the product (based partly on its reputation) allows the sustainable use of local resources, labour and know-how to be optimized for the production of a product of specific quality.
- This can have positive fall-out for the region in the three dimensions of sustainability (economic, social and environmental).

This module is based on

Content

- C2.3. Geographical indications, local rules and protection

Exercise:

- E2B: Comparison of GIs and other labels

Objectives of the session

- to be able to situate GIs among other labels and voluntary standards;
- to understand that GIs are not a solution for all value chains, but that there are other possible ways of structuring and optimizing products.

Time required

1h30

Materials required

- a large sheet of paper or a blackboard
- A5 paper in a range of colours
- markers



Methodology

Approach

A 10-minute presentation of the content of sheet C2.3 (especially the box “GIs amongst norms and labels”).

Participatory activity

The table from the sheet E2B should be drawn on a large sheet prior to the session. Markers and coloured sheets of A5 paper should be distributed to the participants.

In plenary session, participants are asked to note down a label or a voluntary standard on a sheet of paper (only one per sheet). Participants must then in turn place their label in the table and explain why they are placing it in a given cell. In the course of discussion among participants, the placement may be corrected if necessary.

In the context of a training session, it can happen that participants find it hard to identify labels (this may be the case during a session focusing on a specific value chain that is not in or near the consumption centre). Labels may then be suggested, such as “Organic Farming”, “Fair Trade”, or even “GlobalGAP” or perhaps “Halal”, depending on the knowledge of those present.

Once the labels have been placed in the table, the questions listed in sheet E2B will be addressed.

It is not important to have a precise answer for all the labels mentioned. The main thing is to ensure that the participants understand that different ways of optimizing products through labels do exist, highlighting different values.

Essential points to be highlighted

- Various labels and voluntary standards allow the product to be distinguished on the market on the basis of various different values.
- These labels are organized in a wide range of ways.
- They meet a variety of needs on the market
- GIs are a good solution only in cases where the product meets the criteria of a geographical indication (see module 3).



©FAO/Olivier Asselin

This module is based on

Content

- C3.1 and C3.2. Code of practice: definition of the specific quality
- C3.3. Delimitation of the production area
- C3.5. Taking into account environmental and social issues in the code of practice
- C3.6. Potential problems in setting the rules and how to solve them

Objectives of the session

- to understand the importance of establishing rules of use for GI products;
- to learn how to choose the name to be protected;
- to understand that each rule in a code of practice creates effects of inclusion and exclusion, and has an impact on local resources (sustainability);
- to understand the elements to be considered in defining the geographical area;
- to appreciate the varying viewpoints of the stakeholders and the need to find compromises;
- to show the effect of certain formulations in a code of practice (for example, the choice of a “positive” or “negative” list of permitted products);
- to identify the importance of mediation;
- to reflect on the impact of the level of obligation of a code of practice on volumes and qualities of the product.

Time required

5h00

Materials required

- marker and paperboard
- tables arranged at a sufficient distance from one another to allow lively discussion

Methodology

Approach

- The importance and purpose of a code of practice, together with their usual content, the need for geographical delimitation (sheet C3.3) and the various criteria to be taken into consideration, in particular social and environmental aspects should be presented in 60 minutes (content sheets C3.1/ C3.2, C3.3 and C3.5).
- After role-playing, the essential points should be covered in the final debriefing in order to make sure that the participants have really understood them. The potential problems and solutions are useful to present during the debriefing (sheet C.3.6).
- It is strongly recommended that an expert on codes of practice and specifications should be present during the debriefing from the role-playing.

Participatory activities

Role-playing: negotiating the code of practice

a) Distribution of cards

Distribution of the “general scenario” and the “points to be negotiated” to all the participants. (This can be done well before the session so that the participants can prepare.)

b) Presentation of the role-playing (10 minutes)

Presentation of the objectives and how the activity is to take place (including timing), together with the participants’ expectations. If necessary, some elements of the general scenario can be recalled.

The play has two phases: the first, entitled “Inventory of resources and practices”, allows the participants as a group to understand their roles and the interests of their group, while the second, “Negotiation of rules”, allows these interests to be compared with those of other groups at the negotiating table. Several negotiating tables should be set up with members from each group, and an extension worker should facilitate the discussion at each table, while a reporter can prepare an article on the subject.

c) Phase 1: Inventory of resources and practices (30 to 45 minutes)

Formation of four groups of three to six people (two groups for each role, if necessary), corresponding to the following four roles:

- small-scale growers and processors group (role 1);
- banana growers group (role 2);
- processors based in Tulcum and Tilburn provinces group (role 3);
- processors based outside the region group (role 4).

Note: for the phase 2, it will be necessary to nominate a facilitator (role 5: extension worker) and a “reporter” (role 6). These two roles have no function in the first phase. The role of reporter, who plays a part in the restitution stage, may possibly be taken on by one of the members of a group. Depending on the participants, the role of facilitator can be taken by one of the members of the training team.

Each group should be given the card for the corresponding role (it may be practical to supply copies of the card so that each participant has a copy).

After reading the card for the role assigned, each group defines its strategic position vis-a-vis the points under negotiation. Each participant must note the conclusions for him- or herself, since he or she will represent the group in the negotiations in the second phase.

d) Phase 2: Negotiation of rules (60 minutes)

Three or four “negotiating tables” should be created. Each table must have at least one representative of each role (as defined in phase 1), an extension worker and a reporter (who may be a member of a group). On the basis of the “points to be negotiated”, each negotiating table defines certain elements of the code of practice. If a group is unable to reach a compromise on one of the points under negotiation, a “majority” and a “minority” position may be noted before moving on to the next question.

e) Debriefing (5 to 10 minutes per negotiating table, followed by a 30-minute discussion)

The reporter for each negotiating table gives a 5- to 10-minute presentation of the results of the negotiations and explains the difficulties encountered. During the final discussion, it is important to make the link with the content of the sheets clear and to share views on the lessons learned.

Essential points to be highlighted

- Formulation of the rules of use (or a code of practice) must of necessity be a collective process involving all the stakeholders in the value chain who will contribute to the quality of the product.
- The code of practice must be consistent and guarantee preservation of the specific quality of the product.
- Various names are possible (including traditional and/or geographical ones), but the choice of name has an impact on what can later be protected.
- A code of practice is not a technical package and should contain only rules affecting the specific quality of the product.
- All the rules set out in a code of practice must be controllable (see the next module, T3.B).
- Some choices made during definition of the rules will affect the possible market placement of the product.





This module is based on

Content

- C3.4. Establishment of the local guarantee system

Exercise

- E3.B. Guarantee system. Topic 1. Round-table meeting on the objectives and key points of a guarantee system
- E3.B. Guarantee system. Topic 2. Development of a control plan (and if necessary, the code of practice presented in sheet E6.A)

Objectives of the session

- to learn about the objectives of control and certification;
- to learn about the various possible guarantee systems, their advantages and their drawbacks;
- to understand that each rule must be clearly defined and applicable so that it can be controlled;
- to acquire the necessary elements to assess the guarantee system most appropriate for a given context;
- to learn how to draw up the framework for a control plan and control documents.

Time required

3h00

Materials required

- markers
- paperboard, or computer and projector

Methodology

The rationale of the guarantee system must be clearly understood before a guarantee method suited to the actual situation on the ground can be developed.

We therefore propose a training approach in two phases and two exercises: a first on the objectives of guarantee systems and a second allowing practice on the technical process of a verification system.

Anybody working on GIs should understand the reasons for a verification system. The effective establishment of a verification system will, on the other hand, require much more technical expertise, which cannot be addressed in this module.

Approach

- Presentation of the objectives and key points of sheet C3.4 (15 minutes), before the first exercise of the participatory activity (sheet E3.B. Guarantee system. Topic 1. Round-table meeting on the objectives and key points of a guarantee system).
- Following this first exercise, there should be a restitution and debriefing to make sure that the objectives of certification have been clearly understood.
- Presentation of the procedure in sheet C3.4 (15 minutes), before starting the second exercise, which is much more technical.
- Organization of the second exercise (sheet E3.B. Guarantee system. Topic 2. Development of a control plan).
- Correction of the second exercise (see next page Correction E3.B. Topic 2) can be used as guidelines for the groups during the exercise or can be presented during the restitution on the second exercise.

Participatory activities

Topic 1. Round-table meeting on the objectives and key points of a guarantee system (45 minutes)

- Division of participants into groups around a number of tables (five to seven participants per table).
- Distribution of the question sheet (E3.B. Topic 1).
- Nomination by each group of a facilitator and a reporter, and discussion by the group of the questions in exercise 1 (30 minutes).
- Restitution in plenary session (5 minutes per group), followed by a debriefing.

Topic 2. Development of a control plan (45 minutes)

- Division of participants into smaller groups (three to five people in each); nomination of a facilitator and a reporter by each group.
- Distribution of the invented code of practice for Dranas (resulting from the role-playing in module 6; see sheet E6.A. Code of practice, Dranas) or a real code of practice that is more appropriate for your audience, together with the questions from exercise 2 (sheet E3.B. Topic 2).
- Restitution in plenary session: each group has 10 minutes to present its proposition, followed by a discussion, that can be based on the example of a part of control plan for Dranas, provided on page 15.

Essential points to be highlighted

- A guarantee system is vital for GI products whose reputation, based on specific quality, is shared by all those using the GI. This is to ensure that all the participants respect the rules set down in the code of practice and also to guarantee the traceability of the product. In this way, consumers can be assured that the product is in conformity with the code of practice and thus with the promise made to them.
- This assurance may be obtained by using a combination of different types of control (self-regulation, internal control, certification by a third party).
- The appropriate combination for the GI in question will depend on various factors, including the systems already found in the country, costs and the targeted market.
- Each point in the code of practice must be controlled, and the way in which this is done is laid down in the control plan.
- A control plan provides the methodology for ensuring that controls are reliable and that the guarantee system is professional.

Example of control plan (correction of exercise E3.B)

1- Criteria	2. Elements to be controlled	3. Who carries out the controls?	4. What documents?	5. Timing of the control	6. Frequency/scope
Article 5 The raw materials used to produce dranas are ripe red bananas of the <i>Musa acuminata rutilus</i> variety	Varieties existing on the plantation	Expert on banana varieties	Official inventory sheet	Prior to initial certification of a new applicant	Once All producers
	New seedlings	Expert on banana varieties	Official inventory sheet	After announcement of new plantations by a producer	Once All producers
	On-site controls	On-site inspection, noting any change in the plantation	Control report	One to two months prior to the normal harvesting period	Once every two years All producers
	Typicity of the end product depending on the variety of fruit	Commission of experts for sensory tests of the end product	Evaluation report	During tasting	Once per year All producers
Article 8 The bananas are skinned by hand	All skinning of bananas by hand	Self-regulation	Self-regulation documentation	During preparation	At each skinning All producers
		On-site inspection by the expert	Control report	During skinning just after harvesting	Once every two years All producers
Article 9 The bananas must start to be dried at the latest 48 hours after being harvested and 6 hours after being skinned and prepared	Harvesting, date of skinning (with time)	Self-regulation	Self-regulation documentation	During preparation	At each harvest All producers
	Date of drying	On-site inspection by the expert	Control report	During the drying period	Once every two years All producers

Remuneration: creation of a collective organization to manage a GI



This module is based on

Content

- C4.1. Building of an organization to manage the GI system
- C2.4. Sharing of a common vision

Exercise

- E4.A. Option a “role-playing, structuring a GI organization” or Option b “analyzing a GI organization”

Objectives of the session

- to understand the importance of collective management of a GI;
- to discuss the essential values in order for the collective organization to operate;
- to learn the roles of the collective organization;
- to identify the steps in the process of creating a collective organization, together with its decision-making structures;
- to understand its role as support organization during creation of the collective organization;
- to appreciate the difficulties of this task in view of divergent interests and the importance of identifying the convergent interests of stakeholders in the value chain.

Time required

2h00

Materials required

- marker and easel with large sheets of paperboard
- role-playing: scenario, role cards, points to be negotiated

For Option b:

- Post-its, markers and large sheets of paperboard

Methodology

Approach

- Presentation of the objectives, key concepts and process, as explained in sheet C4.1 and completing with elements from C2.4 (module 2).
- Depending on the audience targeted, two alternative participatory activities are proposed:
 - option a, to be used if the participants come from very different backgrounds and are therefore not familiar with the same value chains, is that of role-playing, focusing on the invented value chain of dried red banana dranas;
 - option b is suitable when the participants come from the same region and are familiar with a given value chain.

Participatory activities

Option a. Role-playing: structuring a GI organization (Exercise sheet E4.A. Option a)

- Groups of 10 to 12 people are formed.
- The role cards are laid out, face down, and each participant takes a role card without showing it to the others.
- The person who draws the extension worker card will be the animator of the session.
- The reporter will take notes and write an article (or report) on the discussions and the agreements reached, and give a 10-minute presentation of this to a plenary session.
- The group will have between 1 hour and 1 hour 30 minutes to “negotiate” and reach agreements regarding the role of the organization and the structure of governance depending on the questions contained in E4.A. Option a: Questions (distributed to all).
- Restitution in plenary session: each group has 10 minutes to present its analysis of the value chain and its proposals as regards its structure, followed by a discussion.

Option b. Analysing the GI organization for product X (Exercise sheet E4.A. Option b)

- Groups of between four and seven people are formed, focusing on a value chain familiar to all the members of the group.
- The participants in the group work on the questions distributed in sheet E4.A. Option b.
- The groups have between 1 hour and 1 hour 30 minutes to carry out their analyses.
- Restitution in plenary session: each group has 10 minutes to present its analysis of the value chain and its proposals as regards its structure, followed by a discussion.

Essential points to be highlighted

- Since the right of use of the GI is collective, a collective organization is needed at least to represent the stakeholders in the GI system before society.
- On the basis of common interests (the reputation of the GI being the most obvious of these), the stakeholders in the GI system can delegate other functions to the collective organization.
- Note: the collective organization does not replace enterprises (whether individual, cooperative or capital in type) with regard to marketing the product, but provides support.
- The collective organization must be open to all those participating in the GI system and have internal rules allowing democratic decision-making.



This module is based on

Content

- C4.2. Implementation of strategic marketing
- C4.3. The marketing mix (operational marketing)

Exercise

- E4.B. Marketing of GI products – Option a or Option b

Objectives of the session

- to understand the importance and specific aspects of the marketing of terroir products;
- to analyse the relationship between collective marketing and the marketing of individual enterprises;
- to acquire the fundamentals of strategic marketing and the marketing mix applied to terroir products.

Time required

2h00

Materials required

- markers and easel with large sheets of paperboard
- computer with Internet connection

Methodology

Approach

- Presentation of the objectives and key points of sheets C4.2 and C4.3 (30 minutes).
- Depending on the audience targeted, two alternative participatory activities are proposed:
 - Option a for participants not being familiar with the same value chain.
 - Option b for participants being familiar with a given value chain.
- During the restitution and debriefing, the reflections and comments of an expert in marketing GIs (for example the person in charge of marketing for a value chain) would be an advantage in order to anchor each person's reflections in the real situation.

Participatory activities

1. **Depending on the audience, choose Option a or Option b for all the participants, or leave the choice up to the participants, and organize corresponding groups.**

Option a. Analysing marketing of famous GIs

Divide the participants into small groups of two or three around computers with Internet access in order to answer the questions on sheet E4.B, Option a.

Option b. Analysing marketing of your value chain

Divide the participants into groups of three to five around several tables. Each group nominates a facilitator and a reporter, and discusses the questions on sheet E4.B, Option b.

2. **The participants work on the questions on the sheets corresponding to Option a or Option b (1 hour 30 minutes).**
3. **Joint restitution (10 minutes per group), followed by a debriefing.**

Essential points to be highlighted

- The protected name is a good basis for a strong common identity, which is essential for communication.
- In order to have the anticipated success, it is not enough to register the name and ensure its protection as a geographical indication; it must also be possible to sell the product at a profitable price in order to ensure reproduction of the resources needed for the production system. Planning of strategic marketing and the marketing mix is vital in order to achieve this price.
- Good communications are based on the qualities and characteristics of the product. The code of practice has a strong direct influence on market placement. It is therefore important to make sure that the main distinguishing features of the product are clearly identified.
- Good coordination between collective marketing (managed by the GI organization) and the marketing of enterprises is vital in order to ensure that messages are clear.
- The reputation of the GI (the common major asset of the value chain) is always boosted by good collective marketing.



This module is based on

Content

- C5.1. Key aspects of sustainability
- C5.2. Evolution of rules over time

Objectives of the session

- to understand the possible impacts of GIs on sustainability;
- to be able to evaluate these impacts;
- to analyse the link between the rules in the code of practice and the impacts;
- to examine the reasons and possibilities for modifying the code of practice.

Time required

2h00

Materials required

- two large sheets of paper or board to be stuck on the wall, or ideally “sticky walls”
- yellow and grey Post-its or sheets of A5 or A4 paper, together with adhesive tape or Blu-Tack
- markers

Methodology

Approach

For this module on a subject on which the participants often already have a good general knowledge, it is proposed that the main focus should be on the participatory activity and on ensuring a rich sharing of knowledge among participants.

The content of sheet C5.1 can be very useful during discussions. Sheet C5.2 can also be presented as a 15-minute conclusion at the end of the exercise.

Participatory activities

The sustainability of GI systems will be discussed through a methodology inspired from the de Bono's Six Thinking Hats Technique.

This technique can be used in a group of 10 to 20 participants. It creates a climate for cordial, creative discussion, facilitating the contribution of each person. In this way, everybody can be on the same wavelength at the same time, and some people's ideas will spark ideas from others.

1. Preparation of the room

A space without chairs should be organized, with several tables (high ones, if possible), so that the participants can circulate and write on their Post-its.

The animator should fix two large sheets on the wall, each divided into three columns headed with the three dimensions of sustainability (economic, social and cultural, and environmental). One of the sheets will have a picture of a yellow hat (positive) and the other a picture of a grey hat (negative). An easel with a paperboard bearing a picture of a green hat should be placed toward the front of the room.

Yellow and grey cards, together with sufficient markers, will be placed on the tables.

2. How the animation works

- *Blue hat: the animator.* The animator explains the principle, asks corresponding questions, makes sure that there is no time overrun and that each person expresses a view on the question asked, according to the way of thinking imposed.
- *Yellow hat ("positive" wall).* "What positive impacts do or can GI systems have on the economic-social and cultural-environmental dimension?" (5 to 10 minutes)

The participants are encouraged to note positive impacts, in two or three words at most, on yellow Post-its, sticking them onto the "positive wall" in the corresponding column and briefly explaining them to everybody.

- *Grey hat ("negative" wall).* "What negative impacts do or can GI systems have on the economic-social and cultural-environmental dimension?" (5 to 10 minutes)

The participants are encouraged to note negative impacts, in two or three words at most, on grey Post-its, sticking them onto the "negative wall" in the corresponding column and briefly explaining them to everybody.

The Six Thinking Hats Technique:

The principle is to seek to take on all the ways of thinking in turn. Each turn (i.e. each way of thinking) is being represented by a specific colour hat. The sequence of the use of hats is decided in advance depending on the problem to be addressed; each of those taking part must use the way of thinking linked to the hat determined by the sequence.

- *Red hat (emotion)*. “How do you feel about the impacts described here? Do you agree about the placing of impacts on the positive or negative wall?” (5 minutes)

The participants are encouraged to move or duplicate Post-its from one wall to the other.

- *White hat (neutrality/objectivity)*. The participants can present arguments, explaining why they think that the impact is positive or negative (5 to 20 minutes). The animator can also ask certain participants to illustrate their thinking with practical examples.
- *Green hat (creativity)*. The group has a brain-storming session on the question: “Considering the impacts identified, what are the conditions and factors that can ensure maximization of the positive impacts and/or minimization of the negative impacts?” (20 minutes)

A participant or a co-animator will note the key points on a paperboard.

Essential points to be highlighted

- GIs can contribute to the sustainability (economic, social and environmental) of the region, but these impacts depend on certain decisions and actions undertaken within the value chain (including the rules in the code of practice).
- With a view to evaluating this sustainability and thus ensuring the best possible impact for the stakeholders in the value chain, it is important that from the beginning of the collective action, they put a monitoring and evaluation system in place for impacts.
- The participatory design of the GI process and collective management of the GI system constitute the basis for obtaining positive effects.
- The strength of impacts may vary depending on the point of view; for example, biodiversity protection may seem essential for nature protection organizations, but very secondary for a farmer.
- The involvement of public players can help to guarantee positive impacts, especially if the GI is incorporated into a territorial approach (see C5.3).
- The code of practice can be modified in order to allow the GI to adapt to the changing context and ensure sustainability. However, the only changes of rules possible are those that in no way alter the specific quality of the product.





This module is based on

Content

- C5.3. Extended territorial strategies to boost rural development

Exercise

- E5.B. Case study of Boseong tea

Objectives of the session

- to understand the possible links between GIs and local development;
- to identify the factors allowing such links;
- to examine practical actions allowing such local development.

Time required

2h00

Materials required

- two large sheets of paper or board to be stuck on the wall, or ideally “sticky walls”
- yellow and grey Post-its or sheets of A5 or A4 paper, together with adhesive tape or Blu-Tack
- markers

Methodology

Approach

Presentation of the content of sheet C5.3 in 15 minutes. Implementation of the participatory activity and debriefing (1h30-2h).

Participatory activities

Idea tree focused on “links between the GI (Boseong tea) and the territorial strategy”.

Note: the Boseong tea GI can be replaced by other case studies known to the participants.

- Each person reads the case study on his or her own and builds up an “idea tree” on a sheet of A4 paper, placing the phrase “links between the Boseong tea GI and the territorial strategy” at the centre and adding “branches” in the form of key words linked logically to the central topic (30 minutes).
- Groups of four or five people should then be formed. (This collective part should take about 45 minutes.)
- By combining the individual idea trees, the group builds a collective “idea tree” on the case of the Boseong tea GI.
- Then, in order to generalize the topic, the group completes its idea tree (in another colour) with other possible links between the GI and the territorial strategy that are not presented in the Boseong tea case.
- Restitution: each group presents its idea tree in full session (5 to 10 minutes each), followed by a discussion of the conditions needed in order to ensure the link between GI and territorial strategy.

An **idea tree** (also known as a mind map) is a diagram representing semantic links between different ideas or hierarchical links between different concepts.

Essential points to be highlighted

- Through its strong link to a region, the sustainable and “traditional” use of local resources and promotion of the name, a GI can contribute to the attractions of a region.
- Synergy with other localized industries, especially tourism, is often clear, but needs to be recognized and encouraged.
- Certain conditions (identity of the GI product, attractiveness of the territory, etc.) must be taken into consideration. A coordinated strategy will boost synergy around GI products.
- Because such a strategy is beyond the value-chain, the strategy must be coordinated by actors who can play a coordination role (such as local public authorities, development and tourism actors).



This module is based on

Content

- C6.1. Legal protection of geographical indications
- in addition, C3.1/C3.2 The code of Practice, and C3.3 Delimitation of the production territory

Exercise

- E6.A. Topic 1. The various protection systems
- E6.A. Topic 2. Role-playing: evaluating a registration application

Objectives of the session

- to learn about the various legal systems available to protect GIs;
- to learn about the advantages and disadvantages of each type of protection;
- to understand the importance of a transparent, objective registration procedure:
 - to identify all the aspects to be taken into account in examining a registration application;
 - depending on the situation of the product and the power relations among the stakeholders concerned in the value chain, to be able to identify points of tension in the discussion of technical specifications;
 - to be capable of bringing experts into play in order to ensure proper examination of the application in the registration procedure.

Time required

2h00

Materials required

- if possible, the legal texts in force in the country concerning GIs
- marker and easel with large sheets of paper (paperboard) or a computer and projector

Methodology

Two topics are addressed in this module.

- Topic 1 covers the various legal systems and will need adaptation to the legal contexts of the participants. In order to cover this very legal topic, individual reading and/or presentations are proposed, together with individual work or work in small groups.
- Topic 2 concerns the evaluation of an application for protection and is covered through the use of role-playing.

Approach

Topic 1. The various protection systems

Note: The content of this part must be adapted to the specific legal context in which the training takes place.

- Presentation of the content of sheet C6.1, or a request to the participants to read chapter 5.1 of the guide (30 minutes).
- An intellectual property expert should be asked to present the current legal system regarding the protection of terms and geographical indications. (If possible, legal texts should be made available to participants.) (30 minutes)

Topic 2. Evaluation of a registration application

There is no specific theoretical content for this topic, but it is useful to come back on the content of the code of practice (sheet C3.1/C3.2) as well the justification for the territory delimitation (C3.3) which are key elements to be assessed by public authorities.

It will be very interesting to invite an expert involved in such assessment to be part of the session.

Participatory activities

Topic 1. The various protection systems

Individually or in small groups of three or four people, participants should be asked to answer the questions in sheet E6.A. Topic 1. The various protection systems.

Topic 2. Evaluation of a registration application

1. Preparation:

- The participants should be divided into small groups of five or six people, each of the groups representing a national commission.
- The scenario should be distributed and briefly explained to everybody (E6.A. Scenario).
- Each group should receive the same application for dranas, composed of the “Summary of the PDO application for dranas” (E6.A. Summary application) and the “Code of practice for dranas PDO” (E6.A. Code of practice).

2. Implementation:

The groups have 45 minutes to examine the application and note their initial conclusions.

After these 45 minutes, the objection cards should be handed out.

The groups have another 45 minutes to decide their position regarding these objections (in principle about 15 minutes per objection).

3. Restitution:

Each group (or national commission) presents its conclusions in plenary session in 10 minutes. Differences among the groups are then discussed.

Ideally, a member of a national commission of the country or of another country is present and can react to the recommendations.

Essential points to be highlighted

- A number of different legal systems are possible in order to protect geographical indications, and producers must adapt to the system in force in the country.
- With regard to all the systems, in view of the complexity (legal, commercial, agricultural, historical, technical aspects etc.) that can legitimize protection of a GI, it is advised that examination of an application for GI protection be carried out by a commission. This commission must be able to take up a position on the application by referring to the legal framework and encompassing all its complexity.





This module is based on

Content

- C6.2. Supporting a GI system through public policies

Exercise

- E6.B. Public policies.

Objectives of the session

- to understand the role of public actors in support for the development of sustainable GIs;
- to identify the possible forms of policy to support GI processes at local, regional and national levels

Time required

2h00

Materials required

- tables (round, if possible)
- markers and large sheets of brown wrapping paper or paperboard

Methodology

Approach

It is proposed to start with the participatory activity so that the participants can express their views on a subject of which they often have considerable experience and that depends to a large extent on the local context.

The content of sheet C6.2 can then be used during the restitution session, or as a theoretical presentation of conclusions.

Participatory activities

World Café on the subject of support policies, on the basis of the questions listed in the box below.

World Café is a method for discussions by topic tables: the participants sit around various tables and each table discusses a specific topic. They then change topics by changing tables.

1. Preparation

- Cover four tables with large sheets of paper (such as paperboard or brown wrapping paper).
- The participants are divided among four tables (between four and a maximum of eight people per table).
- A host is designated for each table: he or she remains attached to this table and will animate the discussions. The host may be selected from among the participants or be an expert in public policies. The host's job is to ensure that the conversation focuses on the topic allocated and that each person is able to express his or her views.
- Each table focuses on one of the phases in the virtuous circle.

2. Implementation

- The participants discuss the question given to their table (see sheet E6.B) for 20 minutes.
- During the discussion, the participants are encouraged to take notes and to draw diagrams or explanatory illustrations directly on the table.
- The participants (apart from the host) then move on to the next table and take up the discussion of the topic allocated to this new table.
- The host gives his or her table a brief summary of previous discussions at the table and encourages the "new" participants to explore the issue further.
- There are thus four discussion turns.

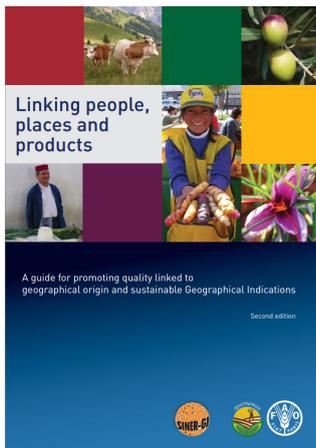
3. Restitution

- The host of each table then presents a summary and the main points of the reflection to a plenary session, with 5 to 10 minutes allocated to each table.

Essential points to be highlighted

- The support of local, regional or national authorities is justified by the potential contributions of GIs to sustainable development of the region.
- Such support can take many forms and can intervene at different stages in the virtuous circle. Note that Public Authorities in charge of GI support policies are different from the ones in charge of GI request.

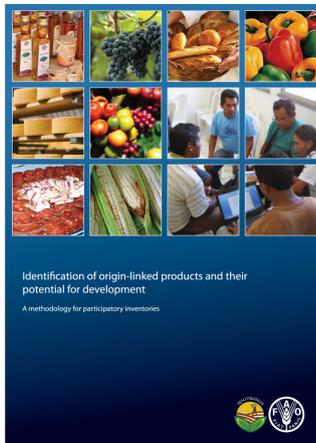
Other publications available in: www.foodquality-origin.org



Linking people, places and products

A Guide for Promoting Quality linked to Geographical Origin and Sustainable Geographical Indications

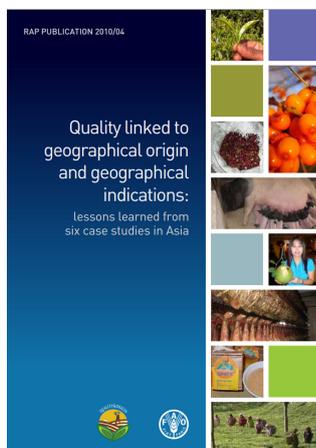
(FAO- SINERGI, 2009)



Identification of origin-linked products and their potential for development

A methodology for participatory inventories

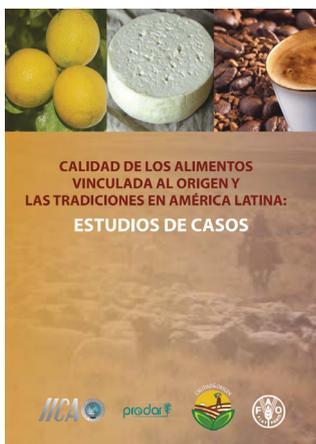
(FAO, 2012)



Quality Linked to geographical origin and geographical indications

Lessons learned from six case studies in Asia

(FAO, 2010)



Food Quality linked to origin and traditions in Latin America Case studies

(FAO- IICA, 2008)

NOTE

NOTE

Contact:

Rural Infrastructure and Agro-Industries Division

AGS-Publications@fao.org - www.fao.org/ag/ags/ags-division/en/

Food Safety and Codex Unit

foodquality@fao.org - www.fao.org/food/food-safety-quality/home-page/en/

Food and Agriculture Organization of the United Nations

Via delle Terme di Caracalla, 00153 Rome, Italie

www.fao.org/ag

Fax : +390657053057