

Questionnaire 2: Collective Action

This questionnaire focuses the strength of the collective action dimension within a specific territory. Collective action, as well as the link to origin, is a necessary dimension to develop a GI process that is why a specific questionnaire is dedicated to this dimension. No output will be provided at the end of this questionnaire. The questions should help the actors on the field to think about stakeholders' homogeneity and motivations, possible alliances with similar initiatives and, in sum, the strength of the collective action that is a necessary condition to develop a GI strategy.

Collective Action			
Questions			
c1	What is the predominant type of farming system?	To create a code of Practice, the definition of the specifications for production conditions is facilitated by farmers belonging to the same type of farming system. Furthermore, it is easier to identify farmers that belong to the same type of farming system.	
	Examine the predominant type of faming system in terms of size, specialization and mechanisation of the system.		
	Size		
	a) Small size/family farming	b) Medium size	c) large
	Specialization		
	a) Specialized on a single product	b) Diversified but with a predominant product	c) Diversified
	Mechanisation		
	a) Traditional	b) Semi-mechanized	c) Mechanised
c2	What is the predominant type of processor?	The types of processors, and their organization and alignment, can make collective action more or less difficult. The steps involved in protecting or promoting the origin-linked product are related to the degree of the value chain actors' mobilization. Usually, it's easier to mobilize small and medium scale processors than the industrial one.	
	Examine which of the following situations best describes the most common type of processor of the product. Here processors not only refer to those who transform a raw material, but also to those who carry out the packaging process of a raw material. Consider the number of processors, not their importance in terms of the volume they produce.		
	Size		
	a) Small- scale	b) Midle- sized	c) Large scale
	Specialization		
	a) Specialized on a single product	b) Diversified but with a predominant product	c) Diversified
	Mechanisation		
	a) Artisanal	b) Semi-mechanised	c) Mechanised
c3	Are other stakeholders interested in the process? (several answers are possible)	An external support network including actors outside the value chain is important to	a) Local public actors and research/academic institutions

	Examine the mobilization capacity and assets of actors beyond the value chain, such as public actors, institutions, NGO, restaurants, etc., including those inside or outside the territory.	develop synergies with other economic sectors and also to enhance the quality of the origin-linked virtuous circle.	b) Cultural and tourism-linked actors
			c) Other actors including consumers (associations, NGOs, restaurants, etc.)

c4	What is the degree of motivation from local stakeholders in promoting the origin-product through collective action?	<p>The first step in the value creation process is to identify the motivations of local stakeholders and their will/capacity to launch and lead the local process. There will always be disagreements in collective actions, but understanding who the local participants are along with their motivations will help to find collective solutions.</p>	a) Local stakeholders have already started or are in the process of starting a collective action to create value for their product
	<p>The onset of collective actions to preserve and promote an origin-linked product implies a degree of commitment from local stakeholders. It is important to involve and take into consideration not only farmers but all the different types of stakeholders, like aggregators, processors and distributors.</p>		b) Local stakeholders are aware of the opportunity but have not started collective action
			c) Only one, or a few stakeholders, among all those concerned, are motivated to undertake joint promotion for the origin-linked product
			d) Local stakeholders are not informed or aware of the opportunity to promote their origin-linked product jointly
c5	Please, describe here what are the motivations of local stakeholders. (Describe the motivations of each stakeholder)		
	Farmers:		
	Processors:		
	Aggregators:		
	Distributors:		

	Public actors:		
	Cultural and tourism actors:		
	Other (please specify):		
c6	Which value chain stakeholders play the main role with regards to market strategy?	It is important to identify who the leading actors are along the value chain, in order to make good alliances and speed-up the decision-making processes. If value chain leaders are close to farmers, the collective action will be easier.	a) Primary producers and/or processors
	Examine who plays a leading role in terms of mobilization capacity in the value chain.		b) Downstream stakeholders in the value chain (retailers, exporters)
			c) All stakeholders play a roughly equivalent role when it comes to market strategy
c7	Are there any collective or individual promotional/advertising initiatives related to the origin-linked product and its GI?	If products are already the subject of promotional campaigns, protective steps may strengthen the impact of these existing marketing efforts. As a GI is commonly managed by GI members, collective initiative will facilitate the GI creation process.	a) Yes, there are collective advertising initiative
	GI-based promotional/advertising initiatives consist in a set of activities that focus on the link between the product and its geographical origin namely the link to the territory.		b) Yes, there are individual advertising initiative
			c) No
c8	If the product is produced by different communities, does a communication channel exist among these communities? (in order to set up a common strategy for product development)	The spread of the product outside its region of historical origin is a proof of its value, but it can also seriously hinder the registration process.	a) Yes
	This queries whether different communities produce the same (or a very similar) product and if a collective action is possible among these communities.		c) No, but is possible to set up a communication channel