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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).