

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).