T3.A

Setting rules of use for GI products


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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.