

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.