



This module is based on

Content

- C5.3. Extended territorial strategies to boost rural development

Exercise

- E5.B. Case study of Boseong tea

Objectives of the session

- to understand the possible links between GIs and local development;
- to identify the factors allowing such links;
- to examine practical actions allowing such local development.

Time required

2h00

Materials required

- two large sheets of paper or board to be stuck on the wall, or ideally “sticky walls”
- yellow and grey Post-its or sheets of A5 or A4 paper, together with adhesive tape or Blu-Tack
- markers

Methodology

Approach

Presentation of the content of sheet C5.3 in 15 minutes. Implementation of the participatory activity and debriefing (1h30-2h).

Participatory activities

Idea tree focused on “links between the GI (Boseong tea) and the territorial strategy”.

Note: the Boseong tea GI can be replaced by other case studies known to the participants.

- Each person reads the case study on his or her own and builds up an “idea tree” on a sheet of A4 paper, placing the phrase “links between the Boseong tea GI and the territorial strategy” at the centre and adding “branches” in the form of key words linked logically to the central topic (30 minutes).
- Groups of four or five people should then be formed. (This collective part should take about 45 minutes.)
- By combining the individual idea trees, the group builds a collective “idea tree” on the case of the Boseong tea GI.
- Then, in order to generalize the topic, the group completes its idea tree (in another colour) with other possible links between the GI and the territorial strategy that are not presented in the Boseong tea case.
- Restitution: each group presents its idea tree in full session (5 to 10 minutes each), followed by a discussion of the conditions needed in order to ensure the link between GI and territorial strategy.

An **idea tree** (also known as a mind map) is a diagram representing semantic links between different ideas or hierarchical links between different concepts.

Essential points to be highlighted

- Through its strong link to a region, the sustainable and “traditional” use of local resources and promotion of the name, a GI can contribute to the attractions of a region.
- Synergy with other localized industries, especially tourism, is often clear, but needs to be recognized and encouraged.
- Certain conditions (identity of the GI product, attractiveness of the territory, etc.) must be taken into consideration. A coordinated strategy will boost synergy around GI products.
- Because such a strategy is beyond the value-chain, the strategy must be coordinated by actors who can play a coordination role (such as local public authorities, development and tourism actors).