

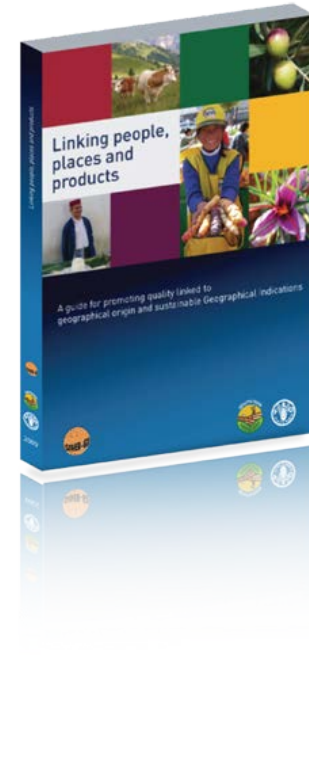
# Geographical Indications: what institutional innovations for a territorial construction of technical innovations?

S. Fournier, E. Vandecandelaere, C. Teyssier, C. Charbonnier, G. Michelotto-Pastro, D. Barjolle, P. Jeanneaux , O. Beucherie.



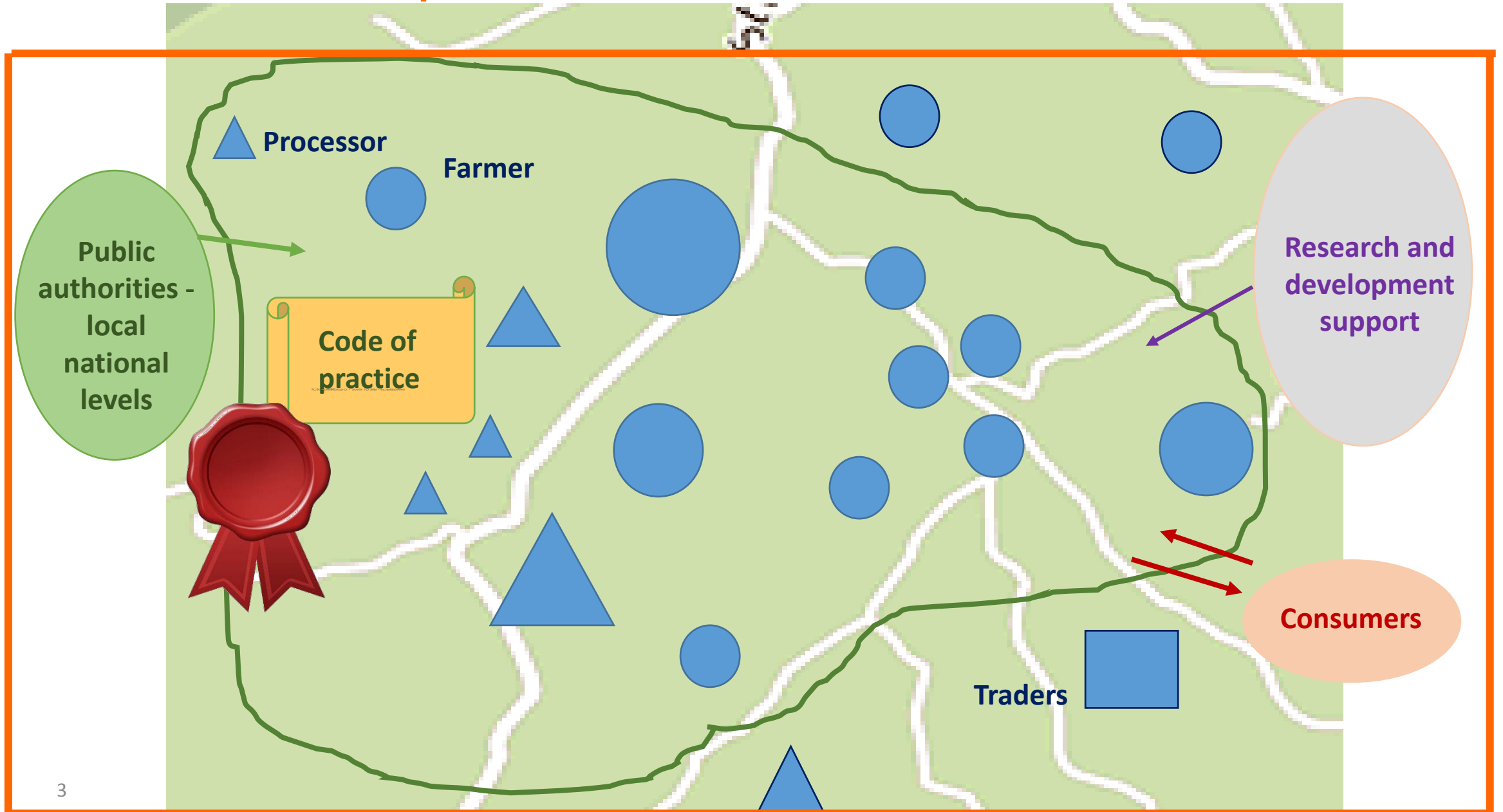
# Quality and Origin Program

- Launched in 2007
- Activities:
  - knowledge development
  - information and experience sharing
  - methodological tools
  - capacity building
- Technical assistance



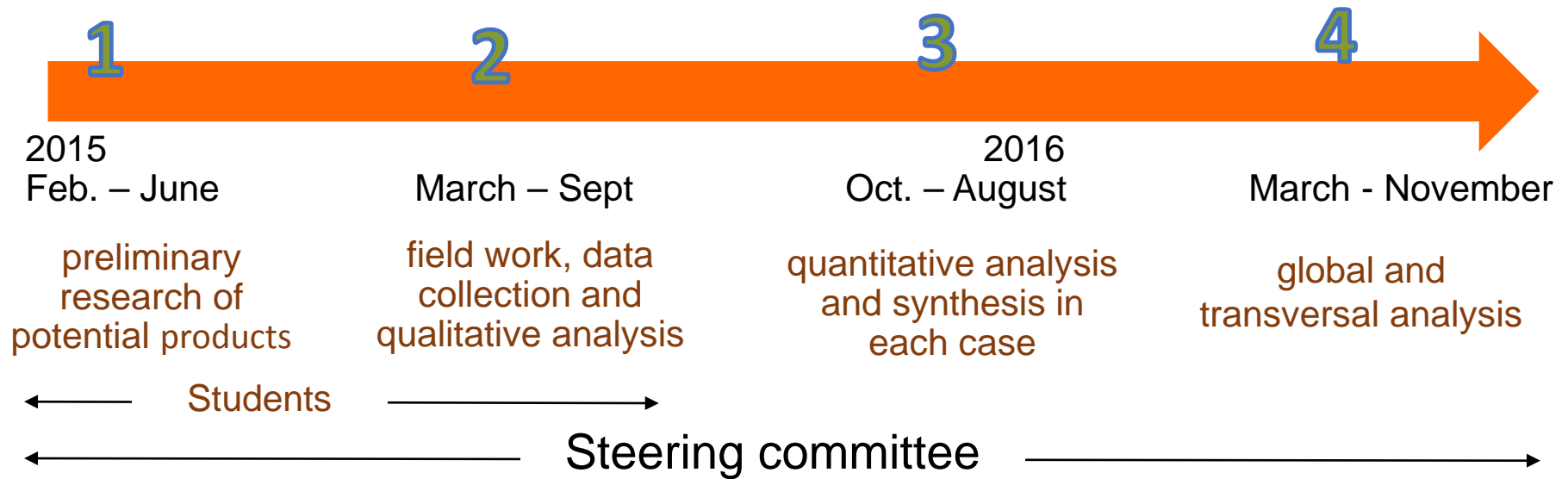
<http://www.fao.org/in-action/quality-and-origin-program/en/>

# The GI process and the innovation MP



# 9 study cases to analyze GI economic impacts





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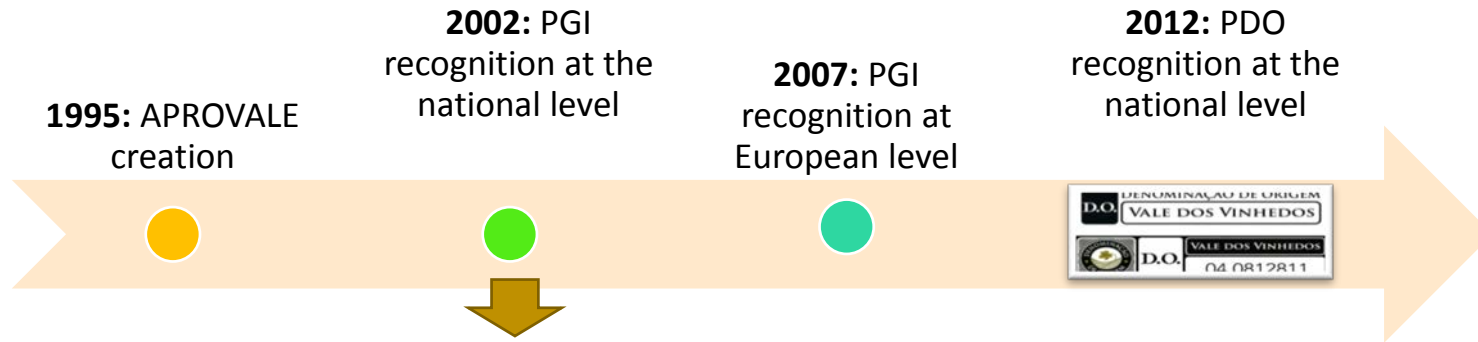
Olivier BEUCHERIE



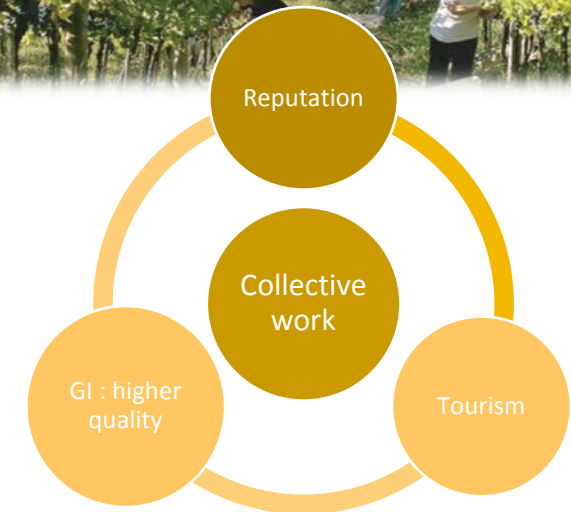
Stéphane FOURNIER



# Vale dos Vinhedos wine



- 1<sup>st</sup> Brazilian GI
- 2002 : A PGI for supply chain and regional development
- 2012 : A PDO (replacing PGI) to increase wine quality and added value



# Penja pepper

**1950:** Arrival of pepper in Cameroon

**2000 :** Development of the pepper value chain

**2011 :** Creation of producers association

**2008 :** Pampig project

**2013 :** PGI registered under the OAPI



**Objective:** value chain structuring and dissemination of good practices

# Why GI systems should innovate?

- New production rules (code of practices):
  - mandatory technical adaptation
- New markets for new product (with increased production costs):
  - mandatory marketing innovations
- New collective mode of operation (stakeholders' interdependence):
  - mandatory institutional innovations
- Stronger links with the regional development
  - beneficial territorial innovations



# Why GI systems can innovate?

- A GI producers' coordination through
  - A code of practices
  - Formal organization(s)
  - Social capital construction
- Stronger links with support organizations, research centers, public authorities...

⇒ Institutional innovations for technical, marketing and territorial innovations

# Are GI systems innovating sufficiently?

- An innovating capacity linked with the collective action capacity of GI producers
  - Threats: competition, free-riding, top-down approaches...
- An innovating capacity linked with regional coordination
  - Inclusion / exclusion of producers
  - Consistency of the “global” regional strategy

**Thank you!**

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