Developing sustainable geographical indications: the role of research, teaching and training

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Some stakes for knowledge production

- Main stakes are to be faced for producing new knowledge on GI.
- Complete the consistent knowledge produced till now.
- Explore new questions, mobilize new disciplines.

GI : Not only a product

- **GI system** including all actors rather than GI product.
- Involvment into volontary dynamics

GI : Not only a poperty right

- **Resource oriented** rather than market oriented.
- Need to consider local knowledge and biodiversity as essential assets.

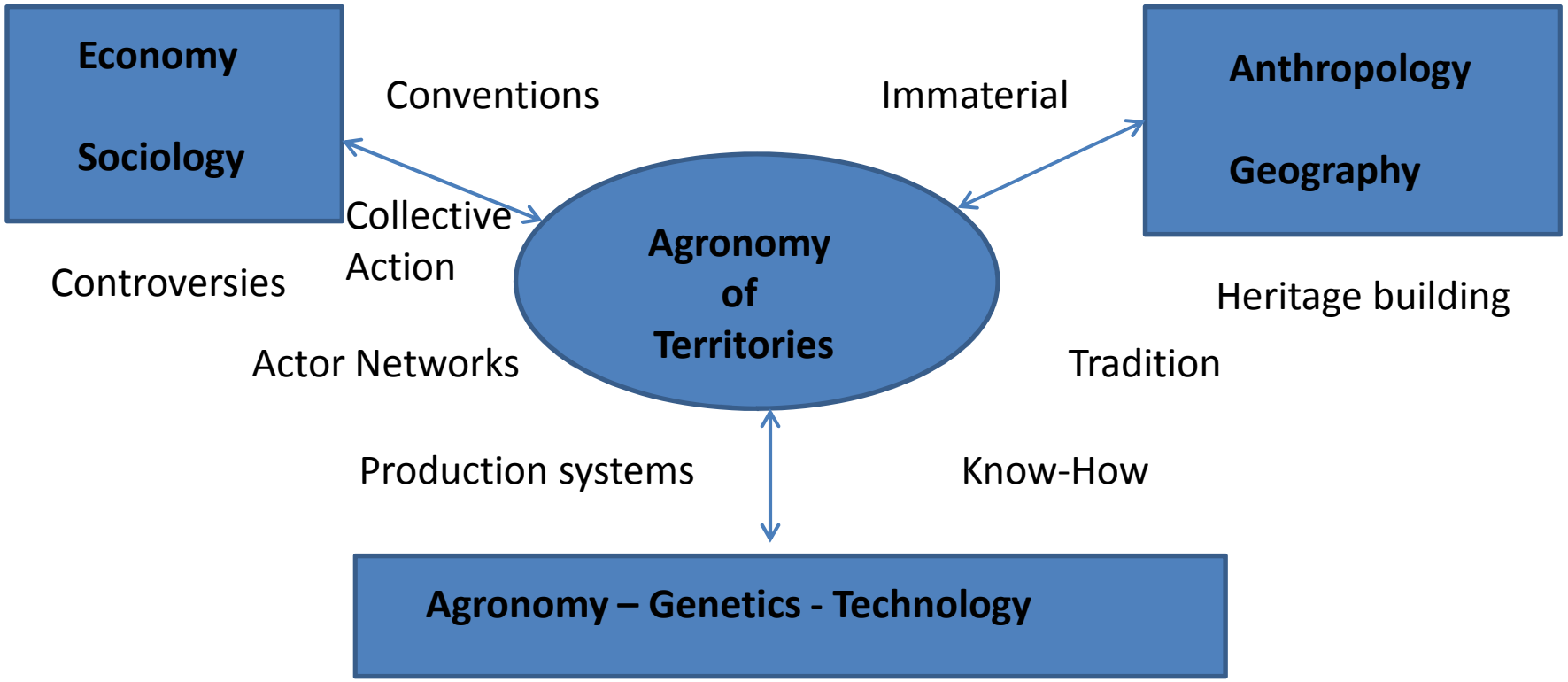
GI : Not only for consumer elite

- Cultural features for the **whole local society** rather than financial issues.
- Insure income for all / insure accessibility for all.
- Pay attention to the local connoisseurs, experts of the GI product.

GI : Not only a certification

- **Local development** more than certification process in food sector.
- For the more industrialized units, requirements of normalization and traceability are easier to comply.
- Small size units need to be helped.
- If not, the promises of local development seem weakened.

Several disciplines to gather
An illustration with Agronomy



Increase the sustainability of GI

- **GI sustainibility** should be a major orientation of our future research themes.
- Deal with the multiple **trade-offs** between elements of the GI system that are in tension.

Inclusive and high quality

- Necessity to be inclusive at local level but with strong identity of the production system.
- Double risk :
  - seek unanimity with weak rules
  - seek strong typicity with very strict rules.

Development from within

- Adaptation to the initial context.
- Initiators and volontary dynamics.
- Insert GI into local strategies.
- Building up the way for the future.

Learning processes

- Pay attention to such processes.
- For educated practitioners.
- And for increasing the consciousness of local actors.
- GI as a systemic process at local level.

Sustainable management of resources

- Biodiversity and specification of the natural resources.
- Local knowledge and its relationship to tradition.
- Ability to innovate.
- Inter-generational dynamics.

Local governance

- For approaching decision-making,
- The way for building up agreements among heterogeneous actors.
- Integration of interests.
- Prospective, scenarios, strategies.

Not to forget :

- The role of public authorities and of public policies.
- Enforce the controls.
- Prevent misuses and frauds.

Conclusion: a proposal framework…

