

Tradition and Transition: Sustainability at the Heart of GIs

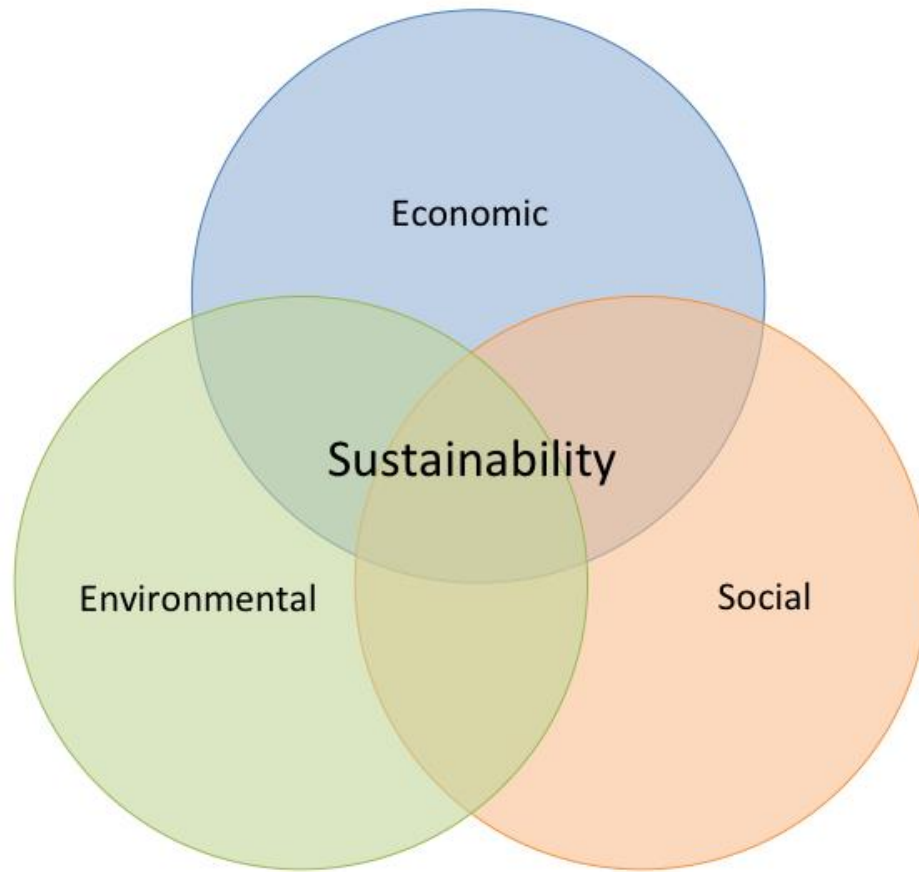


Summary

- I. Sustainability: a crucial topic of our times
- II. GIs at the heart of sustainability
- III. The debate within the EU



I. A crucial topic of our times



Overall scenario

- A. “Moral” obligations to respond to the challenges brought about by sustainability
- B. Ongoing pandemic created a sense of urgency
- C. Evolution of national rules and regulations
- D. Commercial issues: Purchasing trends of young generations (and initiatives of retailers)

“Moral” obligations

1. Growing world population (9.8 billion by 2050, UN projection)
2. Implications in terms of quantity and quality of food, use of water and impact on the environment
3. Sustainable development: ensuring present needs without compromising the ability of future generations to meet their own

Ongoing pandemic

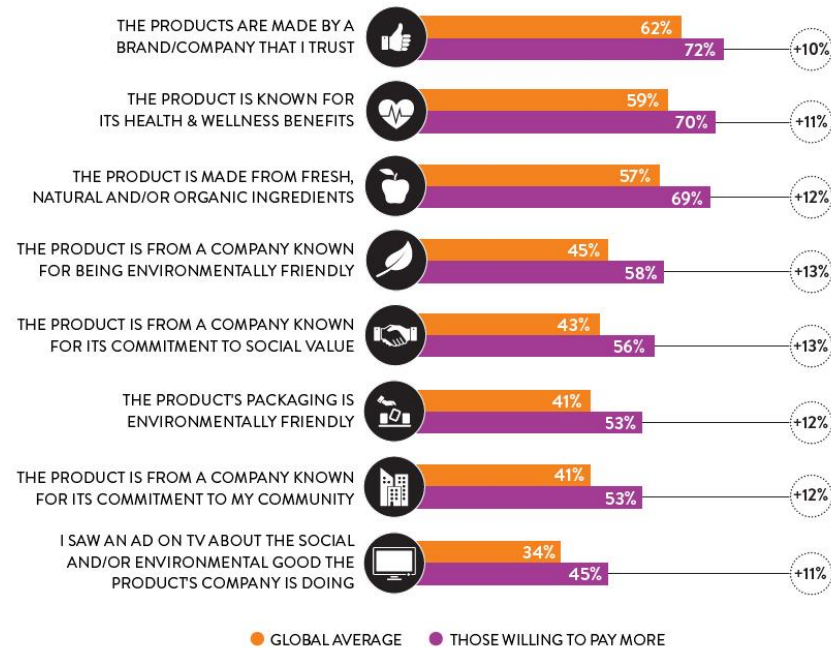
- i. Sense of urgency to deal with sustainability issues
- ii. It accelerated ongoing processes
- iii. Rethinking business models to “factor-in” social and environmental considerations
- iv. It confirmed any transition cannot forget “economic” factors

Commercial issues

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TOP SUSTAINABILITY PURCHASING DRIVERS

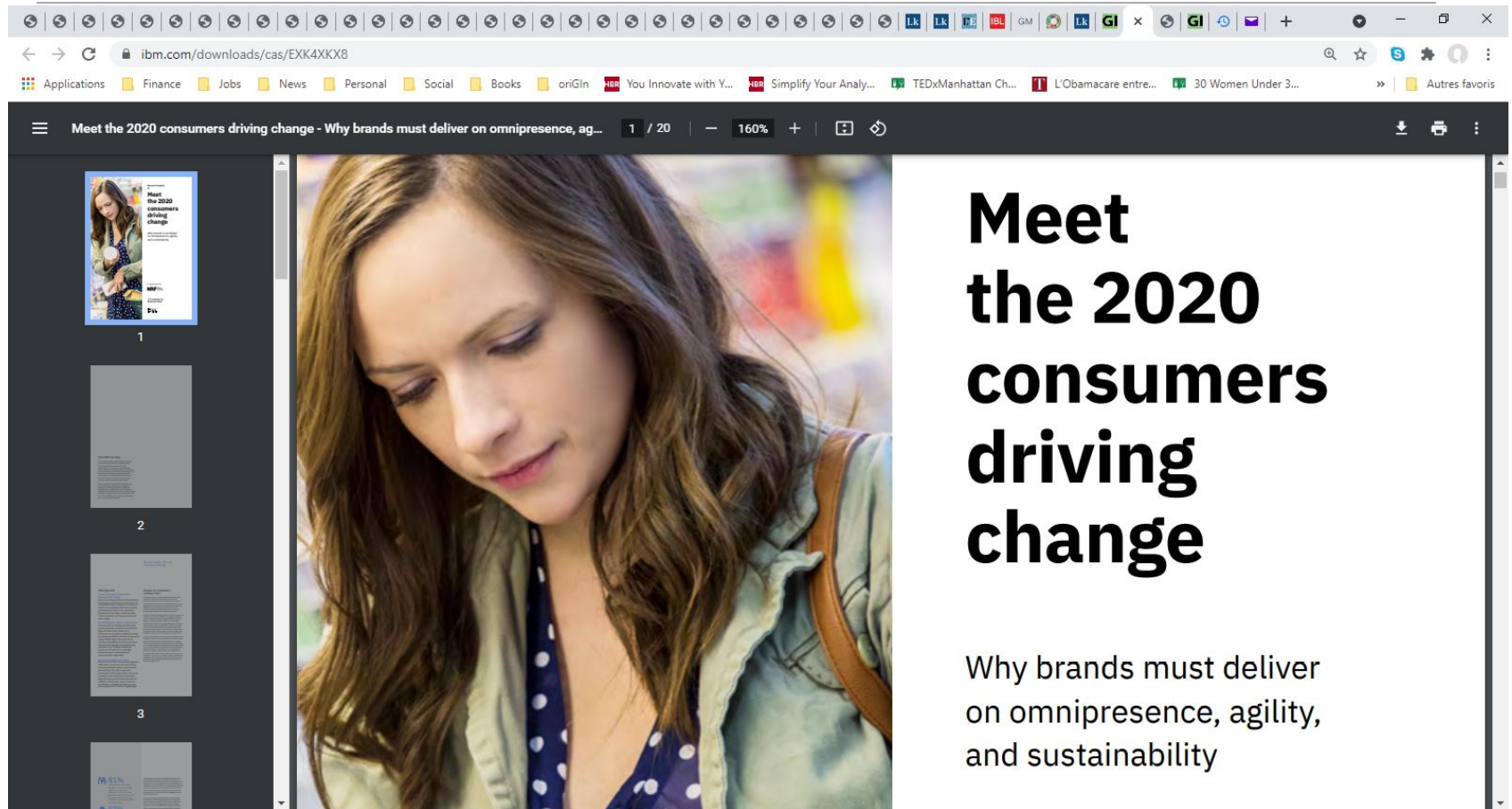
Global Respondents vs. Those Willing To Pay More*



*Note: Key sustainability purchasing drivers were categorized as either "very heavy influence" or "heavy influence" by the indicated percentage of respondents

Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 2015

Commercial issues



II. GIs at the heart of sustainability



GIs values in line with sustainability

- 1) **Local** development: Production of a GI cannot be “delocalized”
- 2) Protection of **tradition**
- 3) Value-chain **governance**
- 4) **Value added sharing**
- 5) Products’ specifications: possibility to **scale-up**
- 6) Independent **controls** and **traceability**

Gls sectors

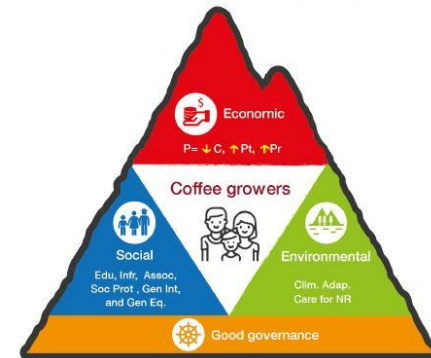
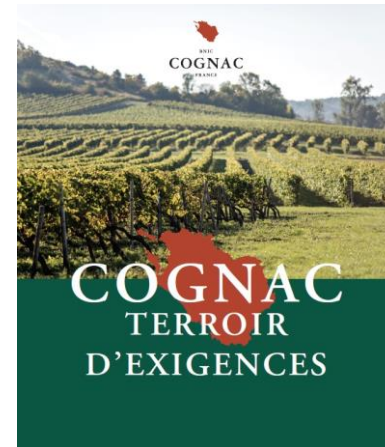


Sustainable Development Goals (SDGs)



Emerging “societal demands”

Gls sectors:
Proactive approach to respond to them



III. Regulations: The debate within the EU



oriGIn EU proposals in the new CAP

- 1) Sustainability criteria in products' specifications on a voluntary basis
- 2) Extension of supply management rules to all GIs
- 3) [Strengthening of protection and controls on the market]

oriGIn EU proposals in the context of the F2F strategy

- 1) Exemption of GIs from mandatory front-of-package nutrition labelling (FOPNL)
- 2) Recognize the contribution of GIs to the variety and diversity of diets
- 3) Additional tools for value sharing

oriGIn EU proposals in the consultation for the revision of the GIs system

- a) In favor of voluntary sustainability criteria in products' specifications
- b) Support GIs to communicate their contribution to sustainability
- c) Oppose the creation of a sustainability logo
- d) Oppose the reduction of promotion funds for GIs & tension with funds for organic / sustainable products
- e) Guidance methodology and best-practices on a high standard of sustainable
- f) Financial support for high standards of sustainable production and controls

Issue for discussion

- Flexibility: Voluntary / Within or outside the products' specifications
- Role of groups: powers, possibility to scale-up initiatives
- Costs: EU support, role of existing programs such as LIFE
- Role of scientific research
- Guidance: general / by sector / combination of the 2



Many thanks for your attention!

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