



“TRADITION AND TRANSITION: SUSTAINABILITY AT THE HEART OF GEOGRAPHICAL INDICATIONS”



#GEOGRAPHICALINDICATIONS
#SPIRITOF SUSTAINABILITY
#SUSTAINABLEGIS



14h00 - Opening Statement by **Ulrich Adam**, Director General - **spiritsEUROPE**



14h10 - Welcoming Address by **MEP Irene Tolleret**, Member of the European Parliament, France
- Renew Europe Group



14h20 - Introduction of the speakers and the program by **Sarah Melina Siebel**, Director Internal Market - **spiritsEUROPE**



14h25 - **Massimo Vittori**, Managing Director - **oriGIn**

GIs, an intellectual property and development tool to respond to sustainability challenges

The presentation will explore elements such as value chain governance, tradition, local development, and independent controls, which make GIs ideal cases when it comes to responding to the emerging challenges brought about by the sustainability debate within the European Green Deal and the EU's Farm to Fork Strategy.



14h45 - **Morag Garden**, Head of Sustainability and Innovation - **Scotch Whisky Association**

Sustainability has never been so good for business!

Sustainability and protection of Scotland's environment is a key priority for the Scotch Whisky sector. We have been on our sustainability journey for over a decade and developed our initial Environmental Strategy in 2009. Since then our members have made a huge investment in moving our industry towards a more sustainable footing. My presentation will chart the journey to date and highlight our strategy's key fundamental principles – leadership, innovation and collaboration. I will also highlight how our sector approach can support the Commission's GI sustainability agenda.



spiritsEUROPE - Rue Belliard 12, bte 5 - 1040 Bruxelles - www.spirits.eu -
Contact person: **Adriana Russo** - intern1@spirits.eu - [@spiritsEUROPE](https://twitter.com/spiritsEUROPE)

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15h00 - Maria Iusco, Policy Officer – European Commission, DG AGRI

The process of the strengthening of GIs

The process of strengthening the system of GI is on-going. The Open Public Consultation on the evaluation of the quality policy from 2020 has shown that the majority of respondents favour the integration of sustainability parameters into this policy and that sustainability practices of GI producers should be better communicated to consumers. Stakeholders and Member States are widely consulted in order to identify how sustainability parameters could be taken into account in the GI legislation. The main question remains: What is the best way to include sustainability aspects in GI legislation?

15h15 - Jasna Čačić PhD, MBA, Director - Croatian Association of Drink Producers (GIUPPH)
Spirit GIs and sustainability

Jasna Čačić will discuss the three sustainability pillars in relation to the protected geographical indications (GI) for spirits. It shows the interrelation between economic, social, and environmental sustainability within the spirits sector and how these sustainability pillars connect to GI products. Furthermore, it gives possible solutions for the future of the spirit GIs in terms of sustainability.

15h30 - Valéry Elisseeff, Director - Comité Interprofessionnel du Comté

Geographical Indications: An added value that benefits the territory. Example of the Comté PDO cheese

The role played by Geographical Indications is widely demonstrated at producers, consumers, and society's levels. Expectations in terms of quality and rural development are rapidly changing though, and to meet the expectations of all stakeholders, GIs must continue to create shared value (for the players in the sector, consumers, and society) through the reaffirmation of their identity. . The presentation will explore PDO cheese Comte experience, a filiere which has been engaged on this path for a long time.

15h45 - Panel discussion with speakers

Moderated by Sarah Melina Siebel

16h15 - The way forward and closing remarks by Ulrich Adam



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