



# SINER-GI project

## Toulouse Plenary meeting

### 12-13 January 2006

## *WP3 Guidelines*

*Manager : partner 1*

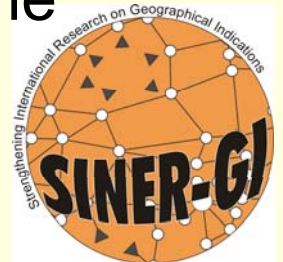
*Assistants : partners 2, 3, 7*

# WP3's objectives

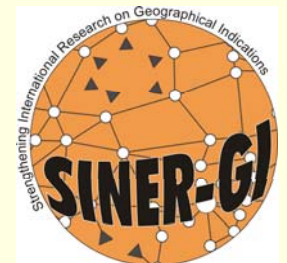
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- *Scientific elaboration of the GIs transferability conditions and of a comprehensive analytical grid.*
- *Characterisation of the diversity of GI situations and of GI impacts, and identification of theoretically grounded success differentiation factors.*
- *Building indicators for monitoring and measuring impact of GIs and evaluating their conditions of success.*

This task is strongly linked with WP4 and with the construction of the GIs database



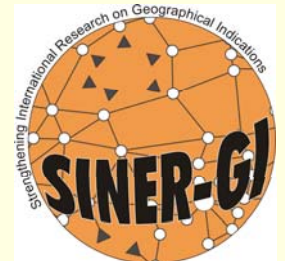
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- 1. General trends in GIs implementation development
  - 2. Theoretical assumptions
  - 3. Analytical grid for stakeholders' / actors' success factors
  - 4. Analytical grid for relationships between actors and society
  - 5. To do's and timetable



# 1. General trends in GIs implementation development

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- *The variables able to account for the trends in GIs are not defined yet, but we can mention some of the variables likely to be selected :*
- *Criteria 1*
  - **GIs' systems** : kind of products, type of GI, size of the production / market, main purpose of the GI, age and development phasis, project initiator, type of governance, support from communities / State / etc.



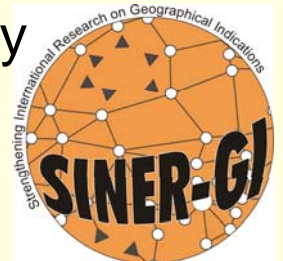
# 1. General trends in GIs implementation development (cont.)

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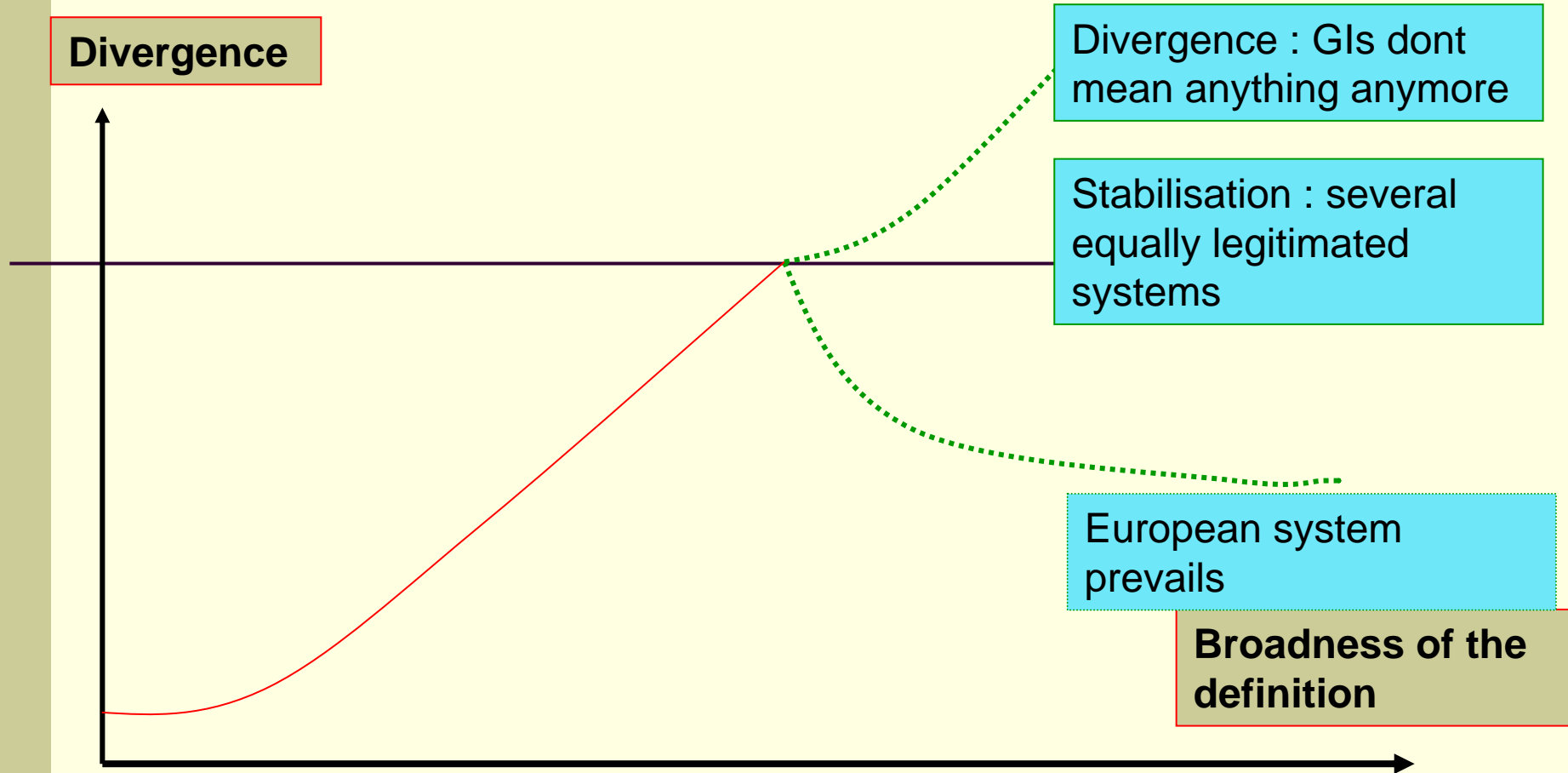
## ■ *Criteria 2*

### ■ **GIs' environment**

- **Macroeconomic** : degree of development / welfare, population size, standard of living, economic and political weight of the agrifood sector, degree of economic regulation, degree of economic integration, industry structure, capital ownership / family ownership
- **Public policy / State action** : state strenght, degree of democracy, state effectiveness / efficiency, agricultural policy, federal / centralized State, membership in WTO, subpolicies consistency (especially touching the Gis / trademarks)



## Divergence



PDO

PGI

OLP

GIs

Lisbonne  
Historicity  
Link with  
the terroir  
(due to..)  
Typicity  
Collective  
governance  
Public good  
Public  
certification

UE-1992  
Attribuable to  
...  
Raw material  
(And/Or)  
Collective  
governance ?  
Public good  
Public / third  
part  
certification

Not  
necessarily  
protected  
Corporate  
governance  
Second part  
certification

Name ?  
Just not  
deceptive  
according to  
the true origin  
Not  
necessarily  
protected  
Corporate  
governance  
/private  
Second part



## 2. Theoretical assumptions

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# This theoretical achievement may make possible :

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- To account for the success conditions of the GIs systems on markets which are marked by globalisation (even for local systems)
- To analyse and improve the GIs legitimacy in the framework of WTO negotiations
- To analyse the contribution of GIs to sustainability principles and goals



# Basic issues

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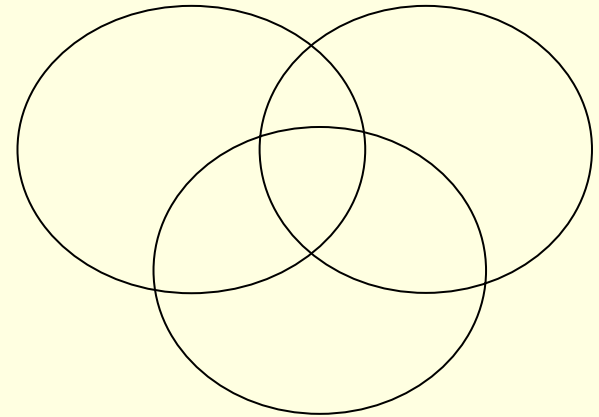
- Two points of views :
  - 1. actors / stakeholders / local systems
  - 2. communities / public bodies / ONG authorities / State
- To be analysed
  - Values / principles of legitimacy
  - Sustainability conditions
  - Success factors
  - Political tools



Sustainable Development is : « *economic development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs* » (Bruntland, 1987)

## ■ Criteria for SD :

- Economic efficiency
- Social equity
- Environmental integrity



## ■ Thompson's two approaches (1997)

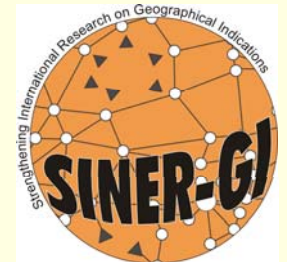
- *Resources sufficiency* : resources assessment and resources management
- *Functional integrity* : actor's and system's behaviour



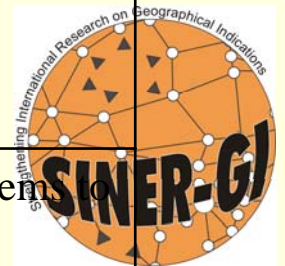
# Bossel's orientors (1999)

- How to assess a system's sustainability ?

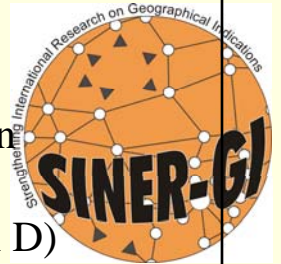
	<b>Orientors</b>	<b>Criteria to be produced in Siner-GI</b>
1	Existence	
2	Effectiveness	
3	Freedom	
4	Security	
5	Adaptability	
6	Co-existence	
7	Psychological needs	



	<b>Actors' and systems' Firms / systems and consumers</b>	<b>Relationships between actors / systems and society / Public policies Citizens</b>
	Individual / communities	Public interest
Main Values	Private / common utility	Societal legitimacy
Sub values	<u>Economic viability</u> Existence / reproductibility Profitability Growth ? market share ?	<u>Equity</u> <u>Preservation of the environment</u>
Principles / goals	<u>Principle of free entrepreneurship</u> (both individual and social) Intellectual property rights Reputation Fair competition Differentiation / Segmentation Information	<u>Principle of legitimacy</u> Rules on private ownership recognized <u>The four legitimacies</u> - Organization of market / competition - Supply Control - Local / rural / regional development (equity) - Resource preservation (environment)
Sustainability principles	Firms' and systems' sustainability	Contribution of firms and systems to global sustainability



	<b>Actors' and systems' Firms / systems and consumers</b>	<b>Relationships between actors / systems and society / Public policies Citizens</b>
Success factors	1. Motivation 2. Relevance : product specificity / market pertinence 3. Coherence of collective action / Coordination / governance 4. Legitimacy / public support Other assumptions ?	1. The actor's / systems' credibility 2. The actors' / systems' contribution to local life 3. Accountability : actor's responsibility towards social goals 4. Insertion of private / collective strategies into the public action. 5. The ability of the actors / systems to go from their own sustainability to enhance their contribution to global sustainable development 6. The ability of the actors / systems to negotiate / influence public policies 7. Public policy evaluation
Political tools	Legal devices Intellectual property right (individual) Private brand / collective brands Competition policy Consumer information	Intellectual property right (collective) GIs and territories Adaptations of competition Sanitary policy Development policy (rural D)



# 3. Analytical grid for stakeholders' / actors' success factors

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## **3.1. actors motivations : identification of the drivers in GI approaches:**

*Links to the SD orientors : 3, 4, 7, 5*

## **3.2. Relevance : specific products and relevant markets**

**3.2.1. Codes of practices and valorisation**

**3.2.2. Analysis of the market segmentation**

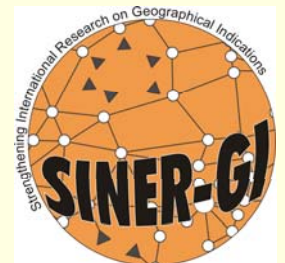
*Links to the SD orientors : 1.2*

## **3.3. coherence of collective action (coordination / characterisation of GIs arrangements / governance)**

*Links to the SD orientors : 6*

## **3.4. political support : assessment of guarantee systems**

*Links to the SD orientors : 6*



# 4. Analytical grid for relationships between actors and society

**41. The actor's / systems' credibility (ability to produce a specific GI )**

*Links to the SD orientors : 1, 2, 7*

**42. The actors' / systems' contribution to local life / local dynamics**

*Links to the SD orientors : 6, 7*

**43. Accountability : actor's responsibility towards social goals**

*Links to the SD orientors : 3, 5*

**44. Which insertion of private / collective strategies into the public / collective action**

*Links to the SD orientors : 1, 2*

**45. The ability of the actors / systems to go from own sustainability to global sustainable development**

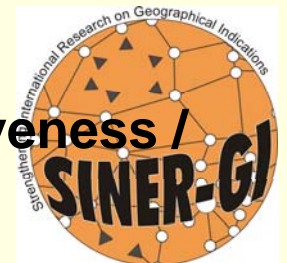
*Links to the SD orientors : 1, 2, 3, 4, 5, 6, 7*

**46. The ability of the actors/systems to negotiate/influence public policies**

*Links to the SD orientors : 3, 4, 5, 6*

**47. Public policy evaluation (Internal / external ; Effectiveness / efficiency ; political priorities)**

*Links to the SD orientors : 1, 6*



Contribution to SD  
(WP2)

Types of protection  
(WP1)



## Types of protection

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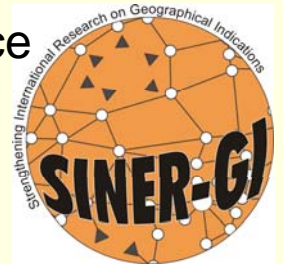
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1

Corporate  
governance

Sectoral  
governance

Territorial  
governance



## 5. To do's and timetable

When	What	Who
Month 11-12 (March and April)	Working out and refining the extensive analytical grid : assessment criteria and scoring for GIs systems and policies	WP manager with the partners
Month 12 (April)	Literature analysis : selection of a certain amount of cases analysed by the literature (in WP1 and WP2)	Partners
Month 13 (May)	What says the literature with regards to GIs' contribution to public purposes (incl. sustainability) and to their types of protection	Partners
Month 14 (June)	Comparison, report D3 draft 1 handed out to partners	WP Manager
Month 16	Presentation of the report D3 draft 2, at the plenary meeting 3 and discussion	WP manager
Month 17	Final D3 delivered	Manager

