



WP6 Objectives

- To evaluate the public policies related to OLP's
- To provide recommendations to EU-Commission in order to ameliorate the public action related to OLP's

Policies Evaluation

- **Objectives** ⇨ *Stakes* : Pertinence
- **Means** ⇨ **Objectives** : Coherence
- **Results** ⇨ **Means** : Efficiency
- **Results** ⇨ **Objectives** : Effectiveness
- *Effects* ⇨ **Objectives** : Impacts (expected)
- *Effects* ⇨ *Stakes* : Impacts (non expected)



Economic theoretical context

- Uncertainty about Quality and Market Failure (Akerlof, Shapiro)
 - ◆ According to TCA, hybrid form is the optimal governance structure
 - ◆ Need to strictly co-ordinate within the Supply Chain (regarding market of reference)
 - ◆ Existence of a conduct structure



Economic effects

- « Rent » incl. meso-economic coordination rent
- Public good vs “club good”
- OLP’s as a public and spatial resource



Competition Policies: coherence problems

- The necessity of strict co-ordination is in contradiction with the competition policy at national level (also at European level)
 - ◆ The juridical form of the conduct structure has influence on specific co-ordination functions
 - ◆ It determines to what extent the co-ordinations actions are allowed or not



Questions to WP5, Need for further research

- To look at the trade-off of internal competition inside a supply chain (**efficiency & effectiveness**)
 - ◆ To identify the mechanisms that allow this level of competition
- To measure economic impacts regarding market operations
- To measure economic **impacts** on the land prices



Rural and territorial Stakes

- Valorisation and promotion of OLP's are often in certain countries (F, It, S, P) taken as a key action in rural development programs (Leader, EU-programs)
- The public action at regional, national and European level regarding rural development can help local group to build up a promotion strategy



Pertinence and Coherence

- The legal protection through PDO-PGI does not fit to every case in promoting the local typical products
 - ◆ because the duration and the complexity of the procedure
 - ◆ because the costs of certification
- Recommendation: Need for use of alternative protection / promotion tool (other than PDO-PGI)



Coherence

- To define certain designations for better taking into account differentiation attributes which are very local can be in opposition with consumer ability to distinguish between the different signs



Efficiency

- The implementation of a promotion strategy at the local level can be driven totally separately from the very local development problems
 - ◆ Recommendation: make explicit the rural development issues in the requirements towards OLP's whether they are supported by public funds or human resources at regional level



Efficiency

- Recommendations

- ◆ The rule of conduct structure has to be enhanced
- ◆ The awareness about juridical context of product protection has to be improved at all levels (regional authorities, local advisors, conduct structures)

Questions to WP5, need for further research

- Methods and tools to measure the impacts (expected or not) of OLP's on the rural development
 - ◆ Difficult to separate from other public actions
 - ◆ to know which mechanisms should be especially fostered at the local level
 - ◆ to convince the regional authorities to take into account the cross effects in the regional rural development programs



Consumer's concerns

- Consumers studies and expectations of the civil society go in the following directions:
 - ◆ origin, quality, tradition and small business, health and environment, citizen act
- The WTP of the consumers for OLP's is proved by certain consumers studies



Recommendations

- Generic promotion about PDO-PGI signification
 - ◆ to create a credible sign at European level
 - ◆ certification and public aspect have to be in the centre of the message
- To educate the consumers
- To build up guide-lines to communicate about official signs



Questions to WP5, need for further research

- Research on consumer's behaviour are needed
- Evaluation of the impact of promotion campaigns, esp. when they are financed by public means
 - ◆ Cross effects between product and region reputation/notoriety
- The WTP has to be explored more for the different products using geographical names



Legal Aspects: protection policy

- Historical Aspects
 - ◆ 19XX Juridical Procedures
 - ◆ 1958 Common Market: Multilateral agreements and introduction of a *per se* rule in certain countries
 - ◆ 1992 Regulation 2081/92
- Justifications
 - ◆ consumer protection, unfair competition, other political aspects



Legal Protection for geographical names

- Different tools does exist for the legal protection
 - ◆ Under competition laws
 - ◆ Under trademarks
 - ◆ Under Appellation d'Origin and Geographical indications



Pertinence

- PDO-PGI do not cover all the needs of the producers in the field of protection / promotion
- Especially certain small typical products are not covered by the legislation (as mentioned above)



Coherence

- Conflicts between PDO-PGI and trademarks are to be better regulated (modification of 2081/92)
 - ◆ in order also to fit with the TRIPS agreement
- What is the competency of the European Committee regarding co-existence between PDO and prior trademarks



Efficiency

- Procedures can be improved
- Procedures are not yet harmonised between the countries
- Recommendations
 - ◆ Education's programs
 - ◆ Experience share
 - ◆ Harmonisation in the certification procedures and costs



Effectiveness: recommendations

- Rule of the conduct structure
 - ◆ To keep the “lien au terroir” physique with proper skills
- Rule of the institutions
 - ◆ To keep in mind the importance to keep a biological life from the field to the plate
 - ◆ To provide some clear guide-lines for the local initiators



The State of the Art

- Main points of conclusions and Recommendations have to be founded on clear and comprehensive empirical research results (robustness and reliability)
 - ◆ the Dolphins participants have to improve the draft of WP6 final synthesis in order to provide them
 - ◆ Deadline: end of March