

Quality of Life and Management of Living Resources

Key Action n° 5

Sustainable agriculture, fisheries and forestry and integrated development of rural areas including mountain areas

**Development of Origin Labelled Products:
Humanity, Innovation and Sustainability**

DOLPHINS

Contract QLK5-2000-00593

**Guideline with
activities programme and definition
of organisational aspects
Task 2**

Bertil Sylvander (Partner 1, Coordinator)

Filipo Arfini (Partner 5) ; Angela Tregear (Partner 11)

Dominique Barjolle (Partner 8) ; Eric Thevenod-Mottet (Partner 8) ;

Jukka Kola (Partner 14)

June 2002

INTRODUCTION

In the Task 1, the first phase of the project that is going to finish, all the participants of the WP1, 2, 3, 4, have collected bibliography, according to a vertical analysis:

1. OLP products: definition, characteristics, legal protection
2. Link between OLP and local production system, supply chain analysis
3. Link between OLP and rural development
4. Link between OLP and consumers and citizens.

Task 2 is more operative than the previous one and it will be presented in Paris on 6-7th May, 2002 during the Plenary Meeting. It consists of:

5. WP5: Characteristics, evolution, problems and opportunities for OLPs
6. WP6 Policies evaluation.

The Dolphin's task 2 starts on month 18th and ends on month 28th. It consists of two so called "operationnal workpackages", which are aimed to start a synthesis process for the final task 3. The Technical annex encompasses following points (see tables 1 and 2 and workpackages presentations).

The partners and researchers have to go through the objectives and methods stated for each workpackage in the Technical Annex, then to use the registration form in annex and send it both:

- to the workpackage coordinators and their assistants
- and to the project coordinator and Geneviève Santoro.

before the 15th June

Co-ordinator : **Bertil Sylvander** sylvander@lemans.inra.fr
Secretary: **Geneviève Santoro** santoro@lemans.inra.fr

WP 5 :

Partner 5 (responsible) **Filippo Arfini** f_arfini@unipr.it
Partner 11 (assistant) **Angela Tregear** a.e.j.tregear@ncl.ac.uk

WP 6 :

Partner 8 (responsible) **Dominique Barjolle** d.barjolle@srva.ch
Partner 8 (assistant) **Erik Thévenod-Mottet** theveno7@etu.unige.ch
Partner 14 (assistant) **Jukka Kola** jukka.kola@helsinki.fi

Table 1 : DOLPHINS Workplan Structure

Work-package N°.	Workpackage title	Responsible participant N°	Person months	Start month	End month	Deliverable(s) No.
WP 5	Characteristics, evolution, problems and opportunities for OLP	5 (responsible) 11 (Assistant)	16,4	19	28	D5
WP 6	Policies evaluation	8 (responsible) 8 (assistant) 14 (Assistant)	18,2	19	28	D6

Table 2 : List of Deliverables

Deliverable N°	Title	Participants responsible	Other participants	Delivery date	Nature	Dissemination level ¹	Dissemination target ²
D5	WP5: Report on OLP characteristics, evolution, problems and opportunities	5 (responsible) 11 (Assistant)	1, 3, 4, 6, 7, 8, 10, 12, 13, 15	end month 28	R	PU	CA Participants; UE Commission; Academics; Policy makers ; Public institutions ; Firms
D6	WP6: Report on Policies effects on OLPs	8 (responsible) 8 (assistant) 14 (Assistant)	1, 2, 3, 5, 6, 7, 9, 10, 11, 12, 13, 15	end month 28	R	PU	CA Participants; UE Commission; Academics; Policy makers ; Public institutions ; Firms

1. METHODOLOGY FOR WORKPACKAGE 5

1.1. Technical Annex

WP 5 - CHARACTERISTICS, EVOLUTION, PROBLEMS AND OPPORTUNITIES FOR OLPS

Phase: TASK 2

Start date: Month 19

Completion date: Month 28

Partner responsible: 5; assistant:: 11

Person-months: 1:1,2 ; 3:0,9 ; 4:2,0 ; 5:1,1 ; 6:0,7 ; 7:1,3 ; 8:1,4 ; 9:1,7 ; 10:0,8 ; 11:0,9 ; 12:1,0 ; 13:1,7 ; 15:1,6 (total: 16,4)

Objectives

- ?Systematisation of the knowledges on OLPS definitions, characteristics, regulations, and on their links with production and marketing systems, with rural development, and with the consumer/citizen
- ?Systematisation of methodological approaches to OLPS products
- ?Identification of the success and failure conditions for OLPS, and of main threats and resources of the OLPS in the framework of economic globalisation
- ?Dissemination of first results of the Concerted Action, by providing documents to WP8
- ?Assessing the legal protection of OLP with regards to EU and WTO regulations and providing EU with diagnosis of negotiations basis
- ?Identifying needs for further research

Methodology

The co-ordinator of WP5, together with assistant partners, and the responsible of each WP of Task1 and/or their assistant partners, will produce a synthetic document on the topic assigned, based on the discussions made during the meetings and work of Task1.

One meeting is planned at month n.26 in order to discuss these documents, and to give indications to Report on OLP characteristics, evolution, problems and opportunities.

Responsibles (and their assistants) of WP5 prepare a final Report on OLP characteristics, evolution, problems and opportunities, on the basis of work done and meeting discussions (months 27-28).

Deliverables

- ?D5: WP5, Report on OLP characteristics, evolution, problems and opportunities

Milestones and expected results

- ?M19: Meeting (month n 26)
- ?M21: Deliver of the WP5 Report (month n .28)

1.2. Methodology


?? In the Task2 UNIPR (Università degli Studi di Parma) is the coordinator of the WP5, with the assistant TUM-PFM (University of Monaco).

?? In the first phase of the WP5, the coordinator, together with assistant partners and the responsible of each WP of the Task1 (and/or their assistants), will produce a synthetic document on the topic assigned, based on the discussions made during the meetings and work of Task1.

?? During these 6 months, according to the directions of the Technical Annex, these actions will take place


1. Systematisation of the knowledges on OLPs definitions, characteristics, regulations and on their links with production and marketing systems, with rural development, and with the consumer/citizen.

According to this purpose, all the partners will have to classify their own bibliographical material respect to the contents previously said, with a small comment.

Definitions of OLP	Characteristics of the product	Regulations	Link with production	Link with marketing	Link with rural development	Consumer/citizen
						

2. Systematisation of methodological approaches used according to the different theories proposed inside the bibliographical material such as: supply chain analysis, Transaction costs theory, theory of conventions, New-Institutional theory, Firm theory, SWOT analysis, Marketing theories, Consumer theory.

According to this purpose, all the partners will have to classify their own bibliographical material respect to the contents previously said, with a small comment.

Supply chain analysis	Transaction costs theory	Theory of conventions	New-Institutional theory	Firm theory	SWOT analysis	Marketing theories	Consumer theory
							

3. Identification of the success and failure conditions for OLPs, and of main threats and resources of the OLPs in the framework of economic globalisation.

According to this purpose all the participants will have to present some significant study case and examine them using the method proposed by B.Sylvander and D.Barjolle.

4. Dissemination of firts results of the Concerted Action, by providing documents to WP8.

During this second phase of WP5 many specific seminars and meetings will be organized, in order to support discussion on the topic proposed.

The results and new databases, created according to this new horizontal approach, will be published on the WEB site.

Timing

According to the dates fixed by WP6, the main appointments and expiries are the following:

Step	Event	When
1 - Month 18	Synthetic document WP1-4	End of May 2002
2	Enlarged Steering Committee - Discussion	End of June 2002
3 - Month 19	Parma meeting (expiry)	September 2002 (to be designed)
4	First draft D5 (expiry)	October 2002
5	Enlarged Steering Committee - Discussion	October 2002
6	Second draft D5 (expiry)	End of January 2003
7 - Month 26	Plenary Meeting	End of January 2003
8 - Month 28	Final Version of the report D5	End of March 2003

At Parma meeting synthetic document and first results of the first part of the works of the Task2 (Draft 1-D5) will be presented:

??New databases

??Study cases proposed, which will be the base for the discussion

During the second period (Draft 2 - D5) some specific seminar upon the issue related with characteristics, evolution, problems and opportunities of OLPs will be organised in order to support discussion between all the participants.

The Plenary Meeting will be useful to discuss these first works and to give indications to the Final Report D5.

The Final Report D5 will be presented by the coordinator and assistants on the basis of work done and meetings discussions.

Next dates

Date	Where	Object
2002, 6-7 May	Paris, F	Second Plenary Meeting
2002, 17 June	Nice or Paris, F	Task2-Enlarged Steering Committee for WP5
2002, September	Parma, I	Task 2-WP5 Meeting
2002, 8 October	Pisa, I	Enlarged Steering Committee

2. METHODOLOGY FOR WORKPACKAGE 6

2.1. Technical annex

WP 6 - POLICIES EVALUATION

Phase: Task2

Start date: Month 19

Completion date: Month 28

Partner responsible: 8 ; assistants : 8, 14

Person-months: 1:1,2 ; 2:1,4 ; 3:0,9 ; 5:1,6 ; 6:0,7 ; 7:1,3 ; 8:2,1 ; 9:0,9 ; 10:1,6 ; 11:0,9 ; 12:1,0 ; 13:0,9 ; 14:2,0 ; 15:1,6 (total: 18,2)

Objectives

- ?Systematisation of different typologies of public policies at various levels concerning PDO-PGI and other OLPs
- ?Systematisation of the knowledge on the effects of public policies at various levels concerning PDO-PGI and other OLPs: effects of legal protection, financial support and public promotional initiatives on production and marketing systems, on competition policy, on rural development, on consumers/citizens concerns and expectations;
- ?Identification of innovative European policies at local level for strengthen marketing and production systems OLPs products, and their links to rural development and consumer/citizen
- ?Systematisation of methodological approaches to OLPs products policy evaluation
- ?Provide tools for an assessment of public policies at various levels concerning PDO-PGI and other OLPs
- ?Dissemination of first results of the Concerted Action, by providing documents to WP8
- ?Assessing the legal protection of OLP with regards to EU and WTO regulations and providing EU with diagnosis of negotiations basis
- ?Identifying needs for further research

Methodology

The Responsible of WP6, together with assistant Partner and the Responsible of each WP of Task1 and/or their assistant Partners, will produce a synthetic document on the topic assigned, based on the discussions made during the meetings and work of Task1.

One meeting is planned at month n.26 in order to discuss these documents, and to give indications to Report on Policies effects on OLPs.

Responsibles (and their assistants) of WP6 prepare a final Report on Policies effects on OLPs., on the basis of work done and meeting discussions (months 27-28).

Deliverables

- ?D6: WP6, Report on Policies effects on OLPs

Milestones and expected results

?M20 - Meeting (month n.26)

?M22 - Deliver of the WP6 Report (month n.28)

2.2. Methodology

During the Paris Meeting, a preliminary program for the WP6 has been presented.

We should distinguish three fields in that WP6:

- a) the field of knowledge, which consists in the systematisation of OLPs related public policies and of the effects of those politics;
- b) the field of methodology, which consists in a systematisation of the different approaches to evaluate the effects of OLPs related public policies;
- c) the field of application and action, which consists in providing assessment to EU Commission, Member States and Switzerland for OLPs related public policies

1. We keep in mind that the DOLPHINS Project is mainly a Concerted Action, and not a Research Program; but participants of course continue to bring new elements from their research work in progress, and we can not ignore continuous developments concerning public policies and international negotiations.

2. Updating the bibliographical database will be required, following the guideline which was used for the Task 1.

3. Recognising both the importance of legal aspects of definition and protection for OLPs and the difficulties we met in the WP1 in relation with that topic, and our lack of progress due to the cancellation of the WP1 Meeting in München, we consider that it will be useful to first concentrate our work on legal aspects, in order to set the necessary basis for the public policies evaluation.

? A definitive D4B Report will be edited at mid-June, resulting from the cross-review and the rewriting of several participants to WP1 and WP3.

? The Geneva Meeting of September 2002 will include a part especially devoted to legal aspects, with the participation of experts from the Geneva-based concerned international organisations (WTO, WIPO).

4. The D1, D2, D3 and D4 Reports, which should be available at the end of May, will be used as basis to identify the remaining lacks of consistency relating to public policies during the Task 1, in order to set a guideline for the orientation of the Workshops sessions in the Geneva Meeting and in the following one (date and place not yet decided).

5. A questionnaire was prepared by the Swiss team, including questions about OLPs related public policies in connection with the different topics of the four WPs. That questionnaire was circulated by e-mail to all the DOLPHINS participants, in order to get their comments or additions. The questionnaire should be filed by each team, or by collaborators of relevant public administrations, or both.

?? Official circulation of the definitive WP6 questionnaire: 3rd of June

?? Deadline for the replies: mid-August

6. A synthesis of the replies to the WP6 questionnaire will be made available for the Geneva Meeting. Such a synthesis will be very helpful to drive the debates in the Geneva Meeting Workshops sessions, and it will be completed when necessary. If collaborators of relevant public administrations have contributed to fill the questionnaire, they could be invited by a team to attend to the Geneva Meeting.

7. The first draft of the D6 Report will be delivered at the end of October.

8. The D6 Draft Report will be reviewed by the Steering Committee and all the participants to the WP6; that review could necessitate a second meeting in December.

9. The final review of the D6 Report will be done at the WP5-WP6 common meeting in January 2003.

10. The final version of the D6 Report will be delivered in February 2003.

Next dates

Step	Work	Date
Month 18	D1, D2, D3, D4 Reports	End of May 2002
	Final version of the D4B Report	Mid-June 2002
Month 20	Replies to the WP6 questionnaire	Mid-August 2002
	WP6 Geneva Meeting	16-17 th of September 2002
Month 26	First draft of the D6 Report	End of October 2002
	Review of the draft of the D6 Report	October 2002 - January 2003
	WP5-WP6 common meeting	January 2002
	D6 Report	End of February 2003

In order to organise the work, we need to know the participants to the WP6; you are so required to notify your participation to WP6, sending your name to Geneviève Santoro as soon as possible.

Appendice

REGISTRATION TABLE FOR THE WP 5 AND 6

DEADLINE : 15TH JUNE 2002

Please register your name in the WP's you wish to take part for the first phase of the task 2 (month 18 to 28). Put

Name	
Institution	
Address	
Tel	
Fax	
e-mail	
Your main fields of interest	
Strongest interest in WP n°	
Signature	