

DOLPHINS

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

Contract QLK5-2000-00593



Second Meeting
Paris, 6-7 May 2002

Final plenary session

07/05/2002 - 16:30

Introduction to Task 2
WP 5
Characteristics, evolution, problems
and opportunities for OLP

Responsible

Filippo ARFINI

University of Parma
Italy

1. Presentation of the Task 2

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.

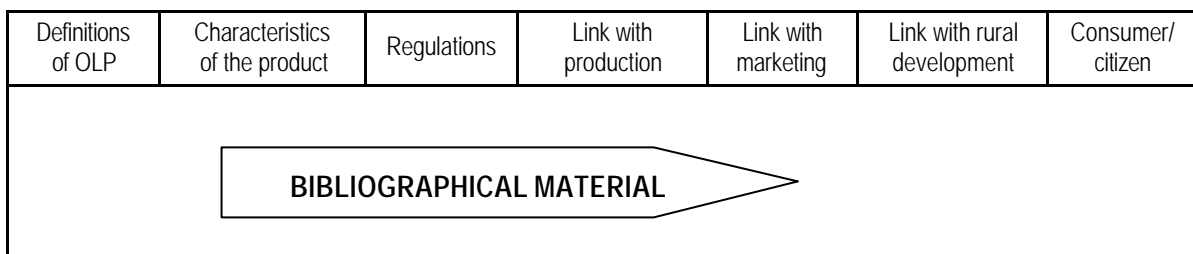
2. Methodology

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

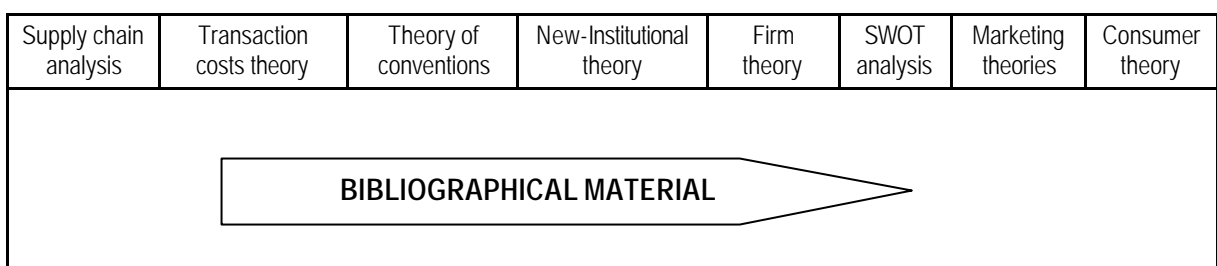
?? In the first phase of the WP5, the coordinator, together with assistant partners and the responsible of each WP of the Task1 (and/or their assistants), will produce a synthetic document on the topic assigned, based on the discussions made during the meetings and work of Task1.

?? 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.



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.



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.

3. Timing

According to the dates fixed by D.Barjolle, the main appointments and expiries are the following:

Step	Event	When
1-Month18	Synthetic documentWP1-4	End of May
2	Enlarged Steering Committee-Discussioni	End of June
3-Month 19	Parma meeting (expiry)	September(to be designed)
4	First draft D5 (expiry)	October
5	Enlarged Steering Committee-Discussioni	October
6	Second draft D5 (expiry)	End of January
7-Month 26	Plenary Meeting	End of January
8-Month 28	Final Version of the report D5	End of March

At Parma meeting syntethic document and firts 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 characteritiscs, evolution, problems and opportunities of OLPs will be organised in order to support discussion between all the participants.

The Plenary Meeting will be uesful 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.

4. Next dates

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