

Dear colleagues,  
before holidays I've written down the main lines to organise our WP5 work.  
First of all, these are the participants. If anyone have forgotten to register his/herself, please send directly to me his/her own adhesion.

## The participants

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## The methodology

?? In the Task2 UNIPR (Università degli Studi di Parma) is the co-ordinator of the WP5, with the assistant UNEW (University of Newcastle)

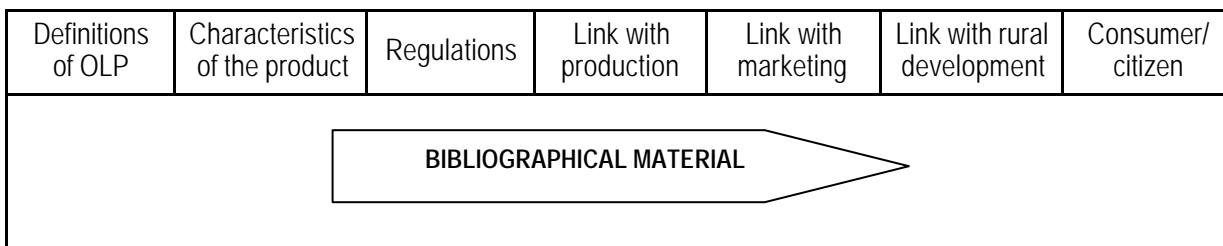
?? In the first phase of the WP5, the co-ordinator, together with assistant partners and the responsible of each WP of the Task1 (and/or their assistants), will produce a synthetic document on the topic assigned, based on the discussions made during the meetings and work of Task1.

?? According to the directions of the Technical Annex, these actions will take place.

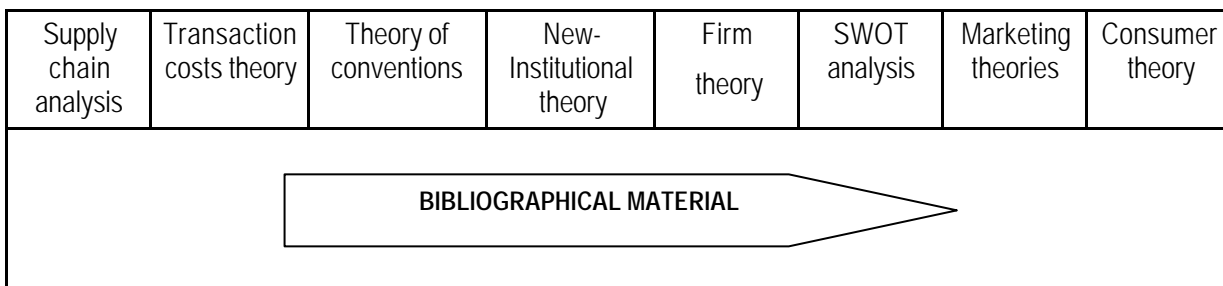
1. **Systematisation of the knowledge** on OLPs definitions, characteristics, regulations and on their links with production and marketing systems, with rural development, and with the consumer/citizen.  
According to this purpose, all the partners will have to classify their own bibliographical material respect to the contents previously said, with a small comment.

As you know, the organisation of the bibliographical materials concerns some main themes, already faced in the previous WP2 of Task 1. These main themes are:

Definition of the product OLP, characteristics of the OLP, analysis and comment on national and European legislation, Links with the raw materials of the OLPs, characteristics of the supply chains, management (governance) of the supply chains, the role of the Associations, of the Consortia, links with the marketing system, links with the territory and rural development policies, links with the citizens/consumers of the OLPs, analysis of the supply and demand. This list could be enlarged by your suggestions.



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.



For both points 1 and 2 there will not have to be included new articles or references but only a systematisation of the bibliography, already existing.

At the end all the participants will have to write a small comment on the work done in relation of the relevant aspects and some eventual lacks. An Access masks (Data entry) will be provided and sent to all WP5 members in order to be filled up with the references and to create databases to systematise the knowledge and the methodologies in one week.

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.  
Every single partner will have to present a significative case of OLP.  
For every country a case of study will be analysed. Inside this case two OLP will be presented.  
?? One OLP not very famous and traded at local level  
?? One OLP well-known at international level.

For both products the main issue of the singles WP, will have to be analysed:

- Legal and normative aspects
- Production system and supply chain analysis
- Aspects of the territory and rural development
- Aspects of marketing and consumers.

For every single product, in the meetings that will be organised in the next months, some debated will be held in order to work out common strategies, by means of indicators, to identify and characterise the product.

For example:

- ?? Coppa Piacentina
- ?? Prosciutto di Parma.

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

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

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

### Timing of WP5 milestone

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

Step	Event	When
1 -	Synthetic document WP1-4	End of July 2002
2	Return of the filled database	End of August 2002
3 -	Parma meeting First workshop – Bibliographical analysis and case of study	23 September 2002
4	Paris - Enlarged Steering Committee Discussion	October 2002
5	- Meeting Second workshop – Discussion on the case of study	13 December 2002

The next 23 September, at Parma meeting, a synthetic document (WP1-4) and first results of the first part of the works of the Task2 (Draft 1-D5) will be presented.

In particular:

- ?? New database with a document (obtained by all the comments) concerning the bibliography systematisation.
- ?? Every single country will present a study case on two OLPs, which will be the raw base for discussion, and will chose the methodology that will be used to analyse, in the next months.

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 which will be presented by the co-ordinator and assistants on the basis of work done and meetings discussions).

To start, inside one week will be sent a database made in Access 2000 that will have to be filled before the end of August. The length of the comment on the classification of the bibliography will have to be no more than 5 pages.
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In any case you can keep in mind the following summaries

## WP5 Workplan Summary

Work is organised into 3 phases:

1. July 2002 – September 2002  
bibliographic reclassification and 5-page commentary;  
case study analysis;  
presentation of work at meeting in Parma  
first draft of D5 report
2. September 2002 – end January 2003  
Continuation of case study work  
Interim meetings, short exchanges between participants  
Preparation of second draft of D5 report  
Presentation of work at DOLPHINS plenary meeting
3. February 2003 – end March 2003  
Preparation of final D5 report

### PHASE 1. TASKS :

1. A synthesis of the main points from WP1-4 will be circulated in the next few weeks as a summary document of the first phase of the project.
2. Each participant/institution/country undertakes a reclassification of the bibliographic material collected from WP1-4. A mask/template for this reclassification (on Access software) will be circulated in the next few days.
3. Each participant/institution compiles a 5-page commentary on the database, which highlights the key points arising, main debates, lacks, etc,
4. Each participant/institution chooses, and makes an introductory analysis of, two contrasting OLP case studies in their country. For example, one very famous product with PDO-PGI, another less famous product without PDO-PGI. The key dimensions or bases for this analysis will be set out in an introductory questionnaire that will circulate in the next few weeks, which will include things like supply chain usage, marketing, organisation, contribution to rural economy, etc.. A more complex questionnaire and a complete framework will be set-up during the next meeting in Parma.

It is anticipated that analysis will be on the basis of existing studies, secondary data etc. In countries where there is little existing data, participants may do a small amount of empirical work (but it is not expected that whole new research projects are undertaken!).

Deadlines for work related the phase 1:

31 August 2002	Return of the filled database and comments
31 August 2002	Confirm participation to Parma meeting and indication of the case study
23 September 2002	Parma meeting: Presentation of study case on the bases of the questionnaire

***Good work to every body and if there is any problem don't hesitate to contact me.***

Best regards  
Filippo Arfini