



UNIVERSIDAD AUTÓNOMA  
CHAPINGO



FedeVeleños



SENNOVA

Sistema de Investigación,  
Desarrollo Tecnológico e Innovación

## ***“Protected designation of origin and its contribution to territorial agro-industrial development: The case of “Bocadillo Veleño” in Colombia”***

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DOCTORADO EN  
INGENIERÍA

Con enfoque hacia la innovación y el emprendimiento de base tecnológica  
Resolución No. 363 DEL 14 de enero de 2016 y 00296 del 6 de abril del 2016 Vigencia 7 años.



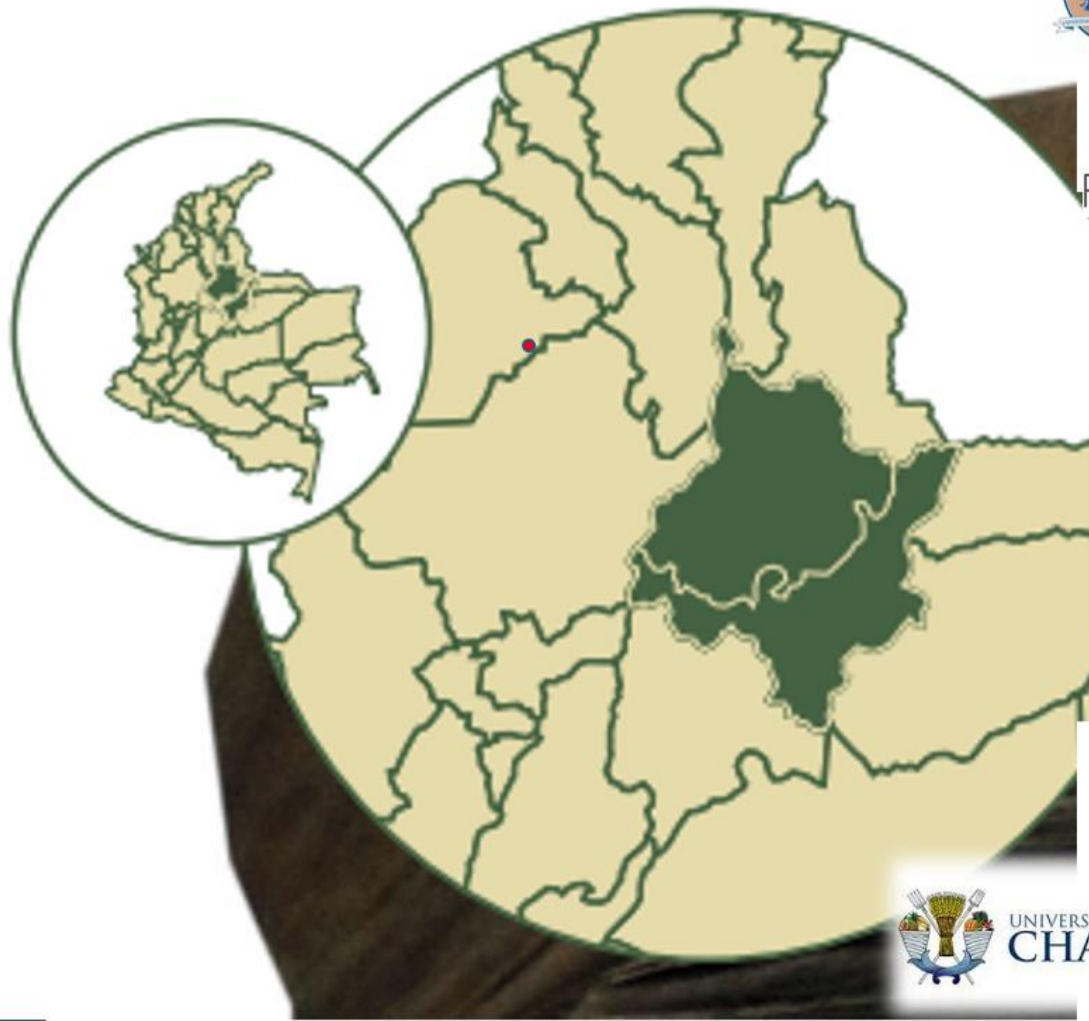
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Swiss Federal Institute of Intellectual Property



## Objective of the case:

Analyze the use and management of the PDO "Bocadillo Veleño" through a case study, identifying the opportunities for territorial development through this type of certification.



## Some Findings

- PDOs are based on the association with the place of origin, they create a unique **differentiation** that cannot be imitated and the attribute of origin cannot be duplicated.
- **Social sustainability** is a critical dimension in the case studies.
- **Governance, partnership, trust and cooperation** are fundamental to the efficient use of the PDO.

*Table 1. Design of the case study using Yin's methodology. (2003)*

<b>Case Type: Unique with multiple units of analysis.</b>	
<b>Research Question: How can a seal of origin promote territorial development?</b>	
<b>Tools: Informed consent, questionnaires, semi-structured interviews, databases, public policy documents at national, regional and local levels.</b>	
<b>Criteria for interpretation of results: Triangulation of information</b>	
<b>Analysis Unit</b>	<b>Theoretical Proposal</b>
History of obtaining DOP's Seal	Knowing the past facts allows us to identify the system and events that were able to consolidate and obtain the seal of origin.
Use and management of the DOP	The correct governance and institutional framework are key to the functioning of a seal of origin.
Level of trust and cooperation among stakeholders	Cooperation and trust among stakeholders can energize endogenous networks and lead them to participate in global arenas.
Proposal of projects to guide the proper use of the "Bocadillo Veleño's " DOP	The development of projects duly articulated with the different actors in the sector (quadruple helix) are catalysts for the proper use of seals of origin.

## Guava Value Chain and its Agroindustry

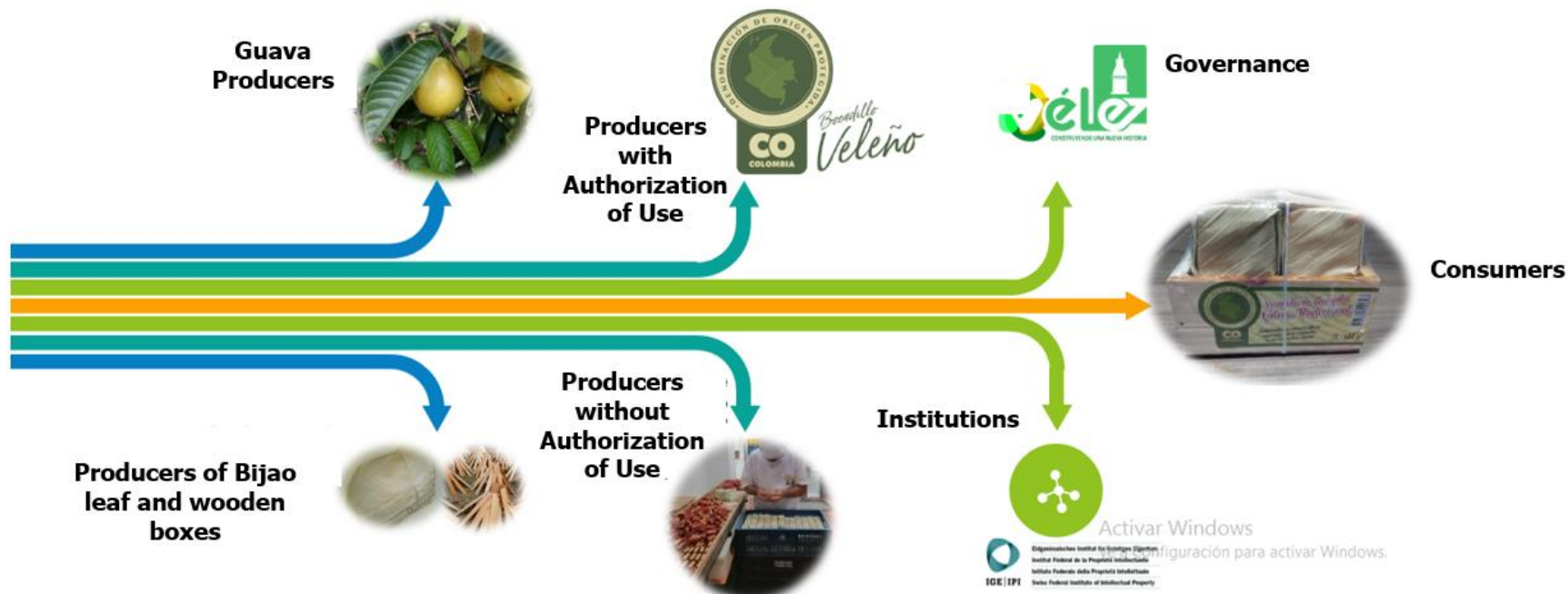
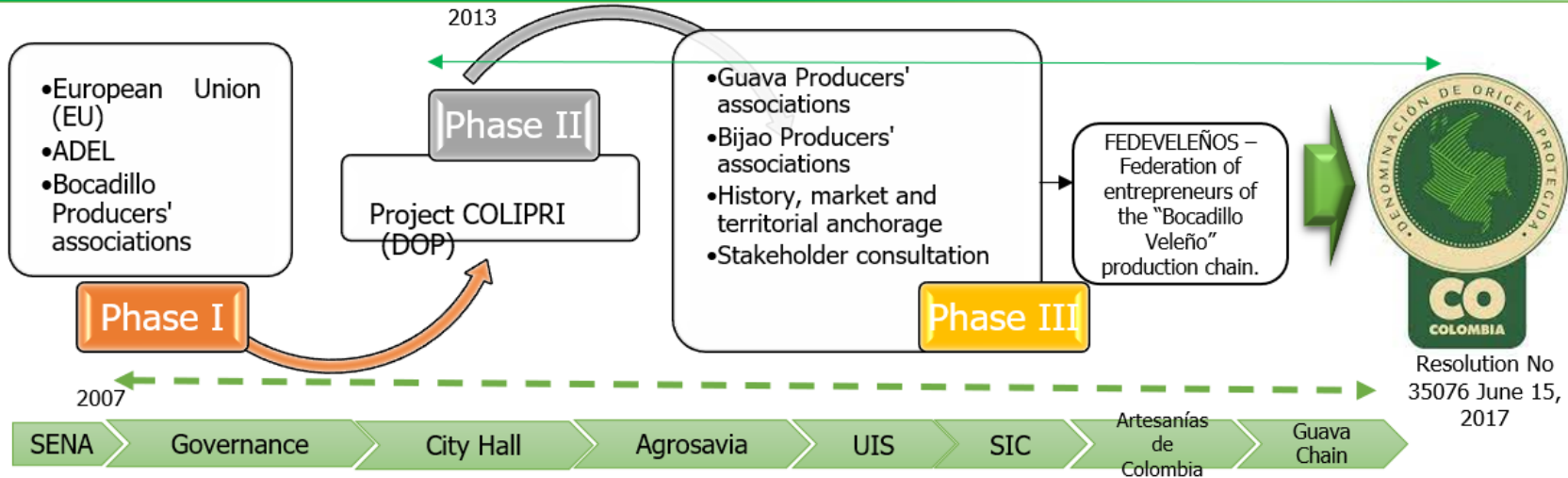


Figure 1. Actors Interviewed for the Case Study





**Joining forces made the protection of our product and its place of origin a reality.**

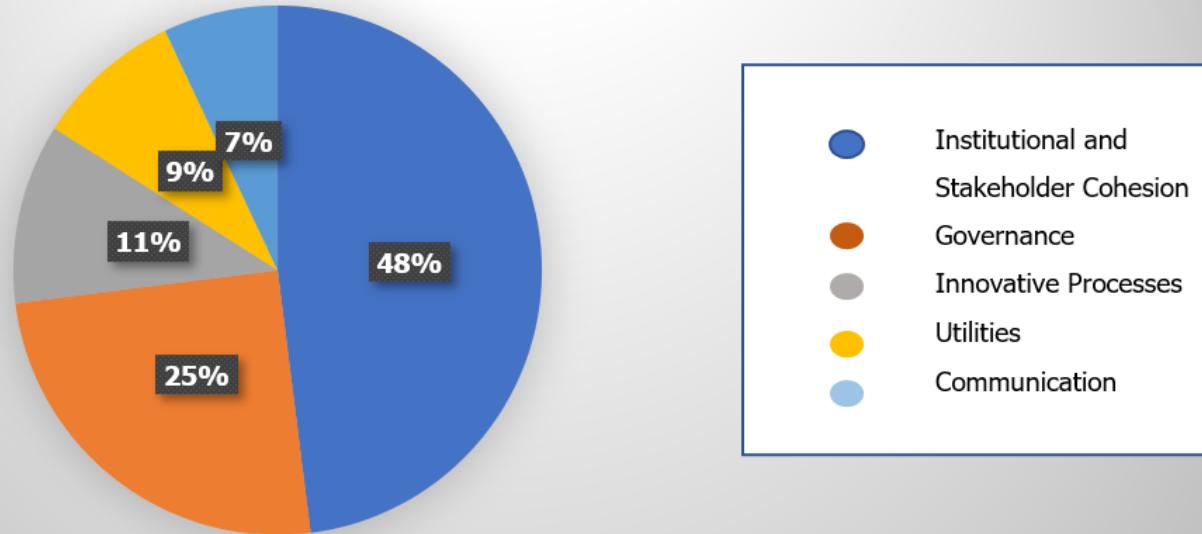


*Timeline for the process of obtaining the PDO for Bocadillo Veleño*  
*Own elaboration*



## Main shortcomings of the system according to participating stakeholders

What do you consider to be the greatest obstacle to the articulation of the guava sector and its agroindustry?



*Main obstacles of the system.*

## Base producers

## Mayorships

## Universities

## Institutions

## Environmental Authorities

A continuación por favor marque con una X las Instituciones con las que ha tenido, presenta o le gustaría establecer vínculos para el desarrollo de proyectos y actividades comerciales.

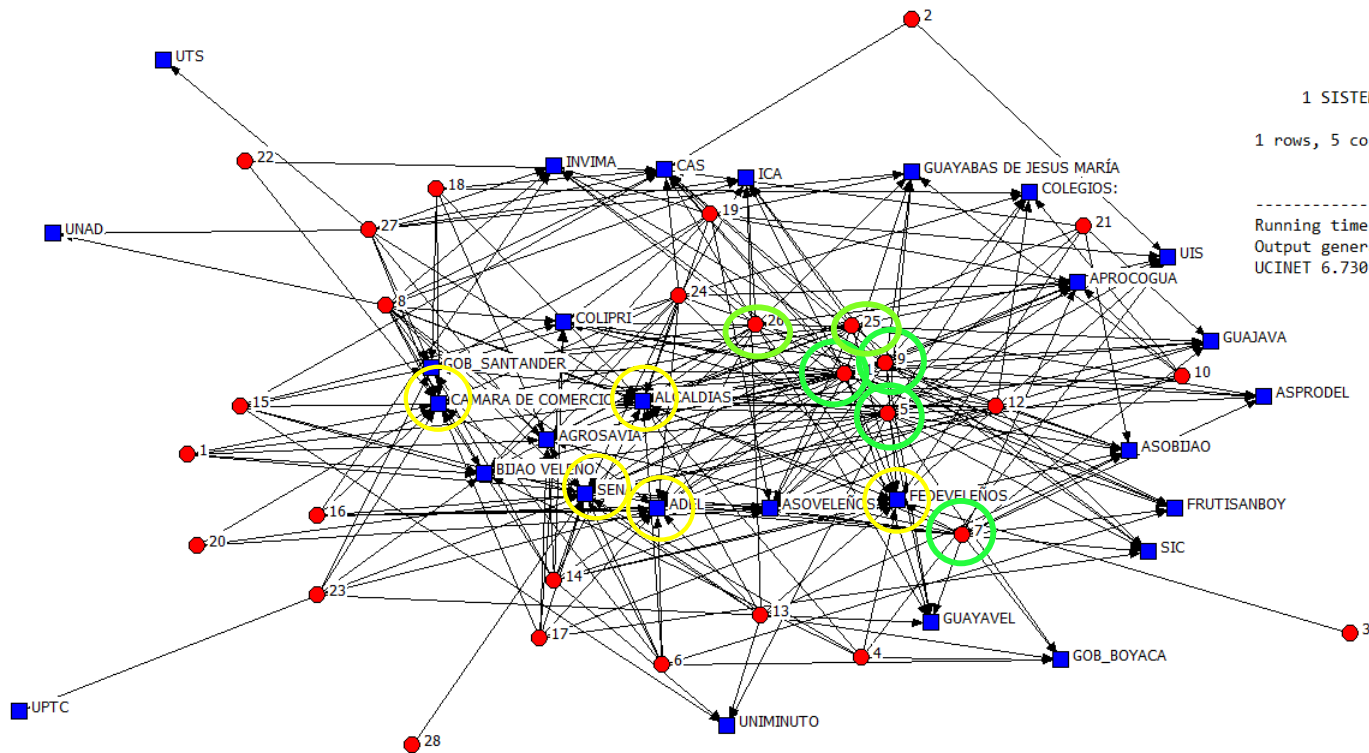
Se entiende como proyecto un conjunto de ideas y objetivos que se desarrollan con el fin de dar solución a un problema o lograr una oportunidad de mejora a nivel de las operaciones de la empresa y el producto y/o servicio final.

Se entiende por actividades comerciales a aquellas transacciones o intercambio de productos y servicios entre Instituciones o empresas.

En colaboración con los proyectos o actividades comerciales realizadas con el sistema agrícola y por ende con la DOP, por favor, responda lo siguiente:

He realizado proyectos o actividades comerciales con:	A cuáles de las siguientes entidades conoce y acordaría una reunión, si coincidieran en un espacio de trabajo	Estoy realizando por lo menos 1 proyecto o actividades comerciales con:	Entidades que de acuerdo con sus intereses, ¿desea conocer para hacer un proyecto?	No me gustaría realizar proyectos o actividades comerciales con
SENA	<input checked="" type="checkbox"/> SENA	<input checked="" type="checkbox"/> SENA	SENA	<input checked="" type="checkbox"/> SENA
FEDEVELEÑOS	<input checked="" type="checkbox"/> FEDEVELEÑOS	<input checked="" type="checkbox"/> FEDEVELEÑOS	FEDEVELEÑOS	<input checked="" type="checkbox"/> FEDEVELEÑOS
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CAMARA DE COMERCIO	<input checked="" type="checkbox"/> CAMARA DE COMERCIO	<input checked="" type="checkbox"/> CAMARA DE COMERCIO	CAMARA DE COMERCIO	<input checked="" type="checkbox"/> CAMARA DE COMERCIO
ALCALDIAS	<input checked="" type="checkbox"/> ALCALDIAS	<input checked="" type="checkbox"/> ALCALDIAS	ALCALDIAS	<input checked="" type="checkbox"/> ALCALDIAS
GOBERNACIÓN	GOBERNACIÓN	GOBERNACIÓN	GOBERNACIÓN	GOBERNACIÓN
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ASOVELEÑOS	<input checked="" type="checkbox"/> ASOVELEÑOS	<input checked="" type="checkbox"/> ASOVELEÑOS	ASOVELEÑOS	<input checked="" type="checkbox"/> ASOVELEÑOS
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# Social Network Analysis



	1	2	3	4	5
	Density	No. of Ties	Std Dev	Avg Degree	Alpha
1 SISTEMA PASADO	0.341	249	0.474	8.893	0.935

1 rows, 5 columns, 1 levels.

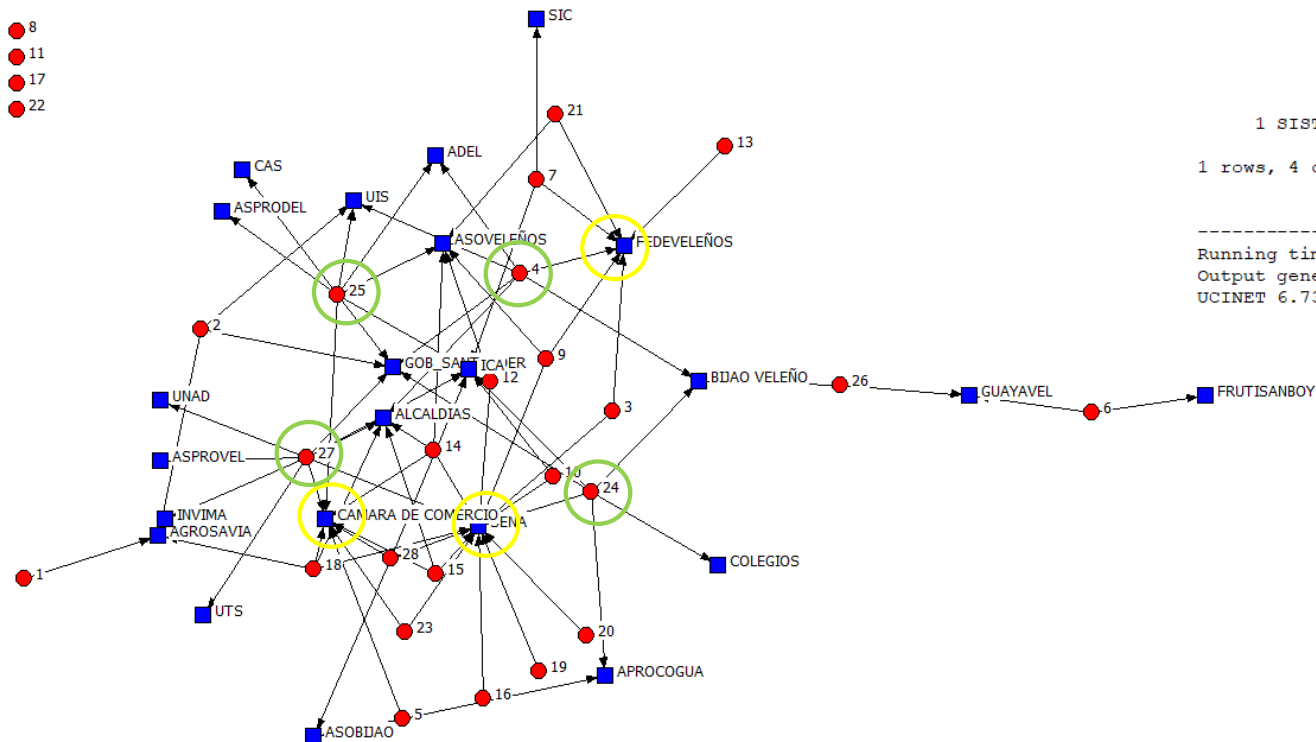
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Output generated: 08 jul. 21 20:40:54  
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8  
11  
17  
22

11

17

22



	1	2	3	4
	Densit	No. of	Std De	Avg De
	y	Ties	v	gree
	-----	-----	-----	-----
1 SISTEMA PRESENTE	0.116	75	0.321	2.679

```
1 rows, 4 columns, 1 levels.
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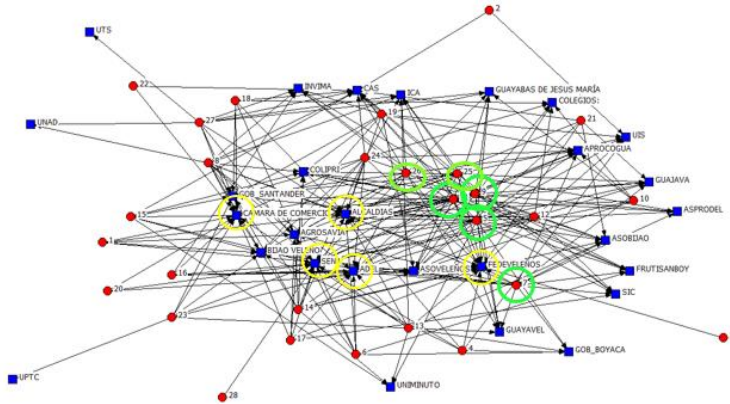
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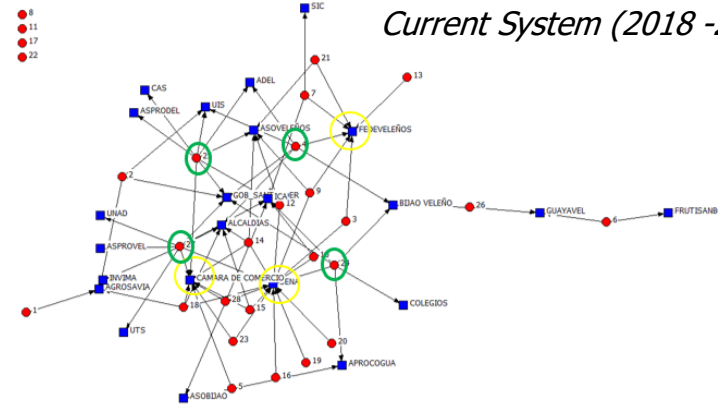
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*Past System (2013-2017)*

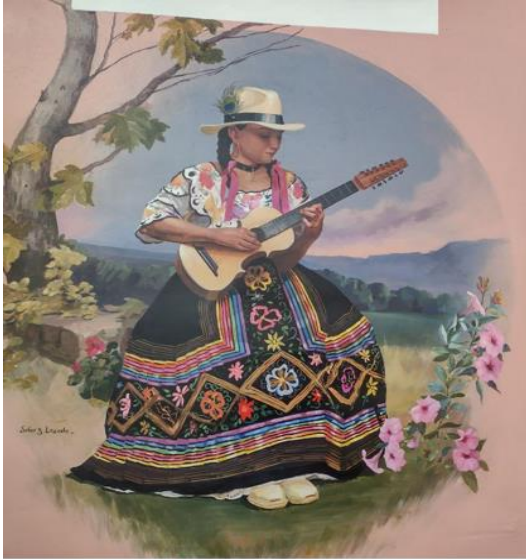


*Current System (2018 -2021)*



Indicator	Past System	Current System
Network Size	28	23
Number of Loops	249	75
Density	0.341	0.116
Loose Nodes	0	4
Average Grade	8.8	2.67
Network Centralization	0.50 Output	0.43 Output
	0.46 Input	0.24 Input

## Proposal of projects to catalyze local development



## Endogenous Capabilities

"Cultural Heritage".

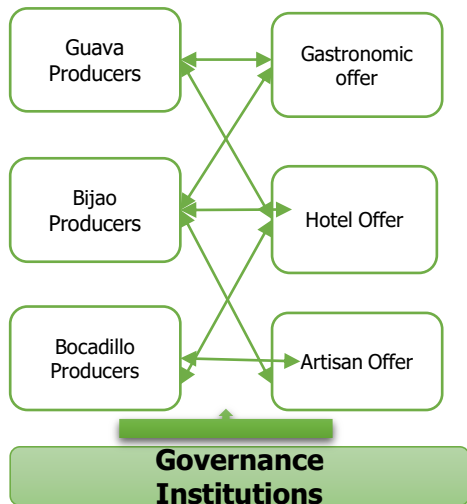




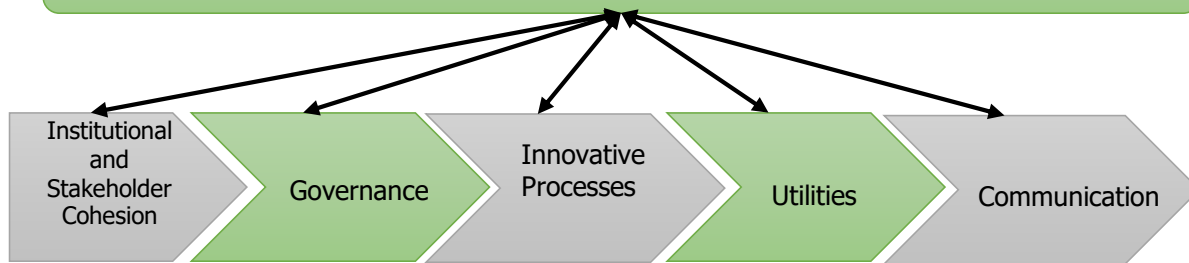
***Decrees and ordinances for the  
protection of folklore.***

"Intangible cultural heritage of the nation"

# Proposal of projects to catalyze local development



**Some proposals to begin to address the needs of territorial stakeholders**



**Building from the territorial base/Needs**

*Key factors for project proposals at the territorial level*

- ❖ Internal and external alliances
- ❖ Working Tables
- ❖ Agribusiness training (export) (Reduce supply chain)
- ❖ Tourist route
- ❖ Circular economy of the bijao agroindustry: NTC, Research
- ❖ Appropriation of the use and benefits of the D.O.
- ❖ Fair Trade
- ❖ Inclusion of professorships in universities and education centers (generational change).



- ✓ PDO alone is no guarantee of development. It requires the articulation and systematization of territorial forces, policies and strategies.
- ✓ Stakeholders in the system do not yet understand the importance of the PDO.
- ✓ It was possible to articulate the actors in the formulation and development of projects to strengthen the system and promote the use of the PDO.
- ✓ The research exercise made it possible to identify the past and present state of the system, differentiate the density of the network and design strategies to strengthen the relationship and collaboration between actors.

- ✓ Sensitization of the stakeholders: when the results were socialized and graphically observed, they showed interest in reestablishing the connections and collective work was initiated for this purpose.
- ✓ It was shown that a higher density of the network and greater links achieved better results for the system, currently there are very few results in the development of projects, the application for the use of the PDO of the Bocadillo veleño has been paralyzed and the actors have been dispersed.

*Thanks!*

*Gracias!*

*Danke!*

*Merci!*

*Grazie!*